

RULES & REGULATIONS

- PROMOTIONAL PERIOD:** Commencing on or about June 30, 2010, specially-marked Maple Lodge Farms Original Wieners will be available at participating retail stores in Canada, while supplies last. To enter the Maple Lodge Farms "Despicable Me" Escape to Paris Sweepstakes (the "Contest"); visit www.maplelodgefarms.com (see details below). The Contest commences at 12:01 am (ET) on June 30, 2010 and ends at 11:59 PM (ET) on August 31, 2010 (the "Promotional Period").
- ELIGIBILITY:** To enter and be eligible to win, a person must be a resident of Canada who has reached the age of majority in the jurisdiction in which he or she was residing at the time of entry into the Contest. Employees, officers, and directors (including immediate family members and members of the same household of such persons, including common law spouses) of Maple Lodge Farms Ltd. (the "Sponsor"), NBC UNIVERSAL, Transat Holidays, their advertising or promotional agencies, suppliers of prizes, and the independent contest organization, and the affiliates of each of the foregoing are not eligible to enter the Contest.
- HOW TO ENTER:** No Purchase is Necessary: To enter the Contest: (1) go to www.maplelodgefarms.com; (2) select the language of preference and select the "Contest" icon; (3) complete the on-line Entry Form with your full name, full address, daytime telephone number, date of birth, and e-mail address; (4) answer the optional demographic questions; (5) correctly answer the mathematical skill-testing question as set out on the on-line Entry Form without any mechanical or electronic assistance of any kind; (6) indicate if you would like to receive future e-mails updates from Maple Lodge Farms Ltd.; (7) read and accept the Official Rules; (8) enter the security code found on the Entry Form webpage; and (9) select "submit". Only one (1) e-mail address may be used by any household participating in the Contest. Limit of one (1) on-line entry per household per day. All entries must be received by 11:59 PM (ET) on August 31, 2010 (the "Contest Closing Date").
- ENTRIES:** Limit of one (1) on-line entry per household per day. A day is defined as commencing at 12:00 AM (ET) and ending at 11:59 PM (ET). Any person/household who is found to have entered more than once per day or to have used more than one (1) e-mail address will be disqualified and all entries received by such person/household during the Promotional Period will be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, misdirected, mutilated, garbled or incomplete entries, which will be void. All entries become the property of the Sponsor upon receipt and none will be returned.
- PRIZES:** There will be a total of fifty-one (51) prizes available to be won (the "Prizes").

GRAND PRIZE: There will be one (1) Grand Prize available to be won. The Grand Prize consists of a Transat Holidays trip to Paris, France for four (4) people. The trip includes four (4) return economy airfare tickets departing from the nearest Canadian Airport servicing Transat Holidays flights and arriving at Charles de Gaulle, Paris, France airport, seven (7) nights' accommodations at the Cit a Paris La Villette in an "apartment" which sleeps four (4) people (equipped with TV, bathroom and kitchenette) based on quadruple occupancy. Approximate retail value of the trip is \$6,000 CDN based on a Toronto departure. Actual retail value may vary depending on the departure date and departure city. Travel must be taken between April 15, 2011 and October 15, 2011 and excludes any travel during any Canadian statutory holiday (such as Victoria Day; Canada Day; Labor Day or any other Canadian statutory holiday in the winner's province or territory). Reservations will be accepted based on space availability and must be booked a minimum of thirty (30) days prior to the departure date. The winner and his/her travel guests must each have proof of valid travel documents prior to ticketing. The winner and his/her travel guests must be Canadian residents to qualify for the Prize. The winner and his/her travel guests must travel on the same itinerary. The winner and his/her travel guests must have the right to enter France. A minimum of one person, either the Grand Prize winner or one of the travel guests, must hold a valid credit card to cover any incidentals or any other requirement that may be required at the hotel. Ground transfers to and from the winner and/or travelling guest's residence and designated airport and all other expenses not specified herein or listed within the travel brochure, including but not limited to transfers between hotel and airport in Paris, meals, telephone or fax, gratuities, optional tours, taxes and fees, insurance, medical travel documents, personal expenses, and any other costs not specifically stated herein as being included, are the sole responsibility of the winner and his/her guests. In the eventuality that the Winner and his/her guests resides in a city that requires transportation to Transat Holiday departure cities, the costs associated with such transportation are the Winner's and his/her guests entire responsibility. No extensions will be permitted and the prize cannot be exchanged, transferred or substituted for cash except that Transat Holidays reserves the right to offer a comparable product in the event of a vacation package cancellation, Act of God or other unforeseen circumstances. The Grand Prize winner shall not be entitled to receive, in cash, certificate or otherwise, the balance of any amount representing the difference of the Grand Prize retail value and actual cost. No frequent flyer miles will be available. The Sponsor does not make any representations or warranty regarding the Grand Prize.

SECONDARY PRIZES: There will be fifty (50) Secondary Prizes available to be won. Each Secondary Prize consists of a Despicable Me Wii video game. Approximate retail value of each Secondary Prize is \$49.99 CDN.

The approximate retail value of each prize is that stated by the supplier of the prize as being in effect thirty (30) days prior to the launching of this contest. Prizes must be accepted as awarded without substitution and are not transferable or for resale and have no cash surrender value. The Sponsor reserves the right, in the event that any Prize or any component of a Prize cannot be awarded as described for any reason, to substitute a similar prize or a component of the Prize of equal or greater value without liability. Limit one (1) prize per household address.

- DRAWES:** Random draws will be conducted from all entries received by the Contest Closing Date on September 9, 2010 at 10:00 AM (ET) in Oakville, Ontario (the "Draw Date"). Odds of winning a prize will depend on the total number of eligible entries received by the Contest Closing Date. Prior to being declared a winner, each selected entrant must have correctly answered the mathematical skill-testing question on the Entry Form. In the event that any selected entrant has incorrectly answered the mathematical skill-testing question, he/she will be disqualified and another entrant will be randomly selected and the above process will be repeated. This process will be repeated until such time as there are fifty-one (51) confirmed winners (each a "Winner") or no more entries are available.

The Grand Prize selected entrant will be contacted by mail or telephone within ten (10) business days of the Draw Date. In the event that the Grand Prize selected entrant cannot be contacted within ten (10) business days by mail or telephone, the Grand Prize selected entrant will be disqualified, and at the sole and absolute discretion of the independent contest organization, his/her entitlement to receive the Grand Prize will be forfeited, and an alternate eligible

entrant will be randomly selected from the remaining eligible entries and the above process will be repeated. This process will be repeated until such time as there is one (1) confirmed Grand Prize Winner and/or no more entries are available. Secondary Prize winners refer to Rule 7 below.

- 7. RELEASE FORM:** The Grand Prize Winner must complete and return the Sponsor's Declaration of Compliance and Release of Liability and Publicity Release Form (the "Form"). By completing and returning the Form, and accepting the Prize, the Winner confirms compliance with the Official Rules, acknowledges that the Prize must be accepted as awarded and cannot be substituted or transferred or converted to cash, releases the Sponsor, NBC UNIVERSAL, Transat Holidays, their advertising and promotional agencies, suppliers of prizes, the independent contest organization, and their respective affiliates and each of the foregoing entities, shareholders, directors, officers, employees, agents, representatives, successors, and assigns from and against any and all liability in connection with the Contest, the awarding, use, misuse, inability to use of any prize, and consents to the use of his/her name, address (city and province), and/or photographs, without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest unless prohibited by law. The Form must be returned within the time period specified on the Form or the Prize will be forfeited. The travel guests and/or the parent or legal guardian of any guests who is a minor will also be required to sign and return a Declaration and Publicity Release Form (the "Release Form") within the time period specified on the Release Form. Upon receipt of the Forms the Winner will be contact by the Sponsor or a designated agent to begin booking his/her trip.

Secondary Prizes will be sent by mail to each Secondary Prize Winner's address as indicated on the Entry Form within thirty (30) days of the Draw Date. By accepting a Secondary Prize, each Secondary Prize Winner confirms compliance with the Official Rules, acknowledges that the Secondary Prize must be accepted as awarded and cannot be substituted, transferred, or converted to cash, releases the Sponsor, NBC UNIVERSAL, Transat Holidays from and against any and all liability in connection with the Contest and the awarding, use, misuse, inability to use a Secondary Prize, and consents to the use of his/her name, address (city and province) and/or photographs, without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest unless prohibited by law. No correspondence will be entered into except with each Prize Winner.

- 8. CONDITIONS OF ENTRY:** By entering the Contest, entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements, and (ii) agree to be bound by the Official Rules and by the decisions of the independent contest organization, made in its sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules are subject to disqualification.
- 9.** If a dispute arises regarding who submitted an on-line entry, the entry will be deemed to have been submitted by the authorized account holder of the e-mail address provided at the time of entry. The authorized account holder is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
- 10. GENERAL:** The Sponsor, NBC UNIVERSAL, Transat Holidays, their advertising and promotional agencies, suppliers of prizes and the independent contest organization do not assume any responsibility and are not responsible for (i) the incorrect or inaccurate capture of entry information; (ii) entries that fail to comply with the Official Rules; (iii) any loss, damage, or claims caused by an awarded Prize or the Contest itself; (iv) any failure of the website during the Promotional Period, including any problems, human or technical, printing errors, lost, delayed, garbled data or transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines, technical malfunction of any computer on-line systems, servers, access providers, computer equipment, or software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or (v) any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material connected to the Contest, all of which may affect a person's ability to participate in the Contest.
- 11.** All issues and questions concerning the construction, validity, interpretation, and enforceability of the Official Rules, or the rights and obligations of entrants and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with (i) the laws of the Province of Québec and the laws of Canada applicable therein in respect of residents of the Province of Québec, and (ii) the laws of the Province of Ontario and the laws of Canada applicable therein in respect of residents of the other Canadian provinces/territories, without regard to conflicts of law principles. Any attempt by a participant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest could be a violation of criminal and civil laws and 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.
- 12.** The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux, to terminate or suspend the Contest or to amend the Official Rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, the Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux, to cancel the Contest and conduct the draw from all previously received on-line eligible entries.
- 13.** This Contest is subject to all applicable Federal, Provincial, and Municipal laws.
- 14.** 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 des alcools, des courses et des jeux only for the purpose of helping the parties reach a settlement,
- 15. CONSENT TO USE PERSONAL INFORMATION:** If you consented on the Entry Form, the Sponsor may use the information you provided to initiate, maintain, and develop a relationship with you in connection with the offering of the Sponsor's products or the promotion and marketing of additional products and services offered by the Sponsor. You may revoke your consent at any time by writing to the Privacy Officer, Maple Lodge Farms Ltd, 8301 Winston Churchill Blvd., Brampton, ON L6Y 0A2. If you did not consent on the Entry Form, the information you provided will only be used to conduct the Contest. To view Maple Lodge Farms privacy policy visit: <http://www.maplelodgefarms.com/en/privacy.asp>.

†Prize may not be as shown.

Nintendo and D3Publisher are not responsible for this promotion.