

Quality Bakery (1981) Ltd. Rewards Rules as of April, 2014
("Q.B. Rewards")

The following rules apply to the Q.B. Rewards Program (the "Program") which is owned by Quality Bakery (1981) Ltd. ("Q.B.").

Overview

1.1 Subject to these rules as they may be changed from time to time, Q.B. Points (the "Points") are awarded to participants in the Program ("Members") for eligible purchases at Q.B.'s retail store located at 1305 7th Avenue, Invermere, British Columbia (the "Store"). Members may only accrue Points to one account, which may be either an individual or joint account. Only individuals may be Members, i.e., membership is not open to business corporations, business joint ventures, business partnerships, business groups or business associations. Subject to these rules, Points may be only redeemed by Members. for rewards.

1.2 Q.B. at any time may make changes to the Program and therefore reserves the right to amend these rules, with or without notice to Members

Accounts

2.1 Members may accrue Points to their individual accounts.

2.2 Notwithstanding anything to the contrary herein, Q.B. shall not be liable to any of the Member(s) of the joint account, or any other person or entity, for any redemption of Points made by another Member of a joint account.

Q.B. Points

3.1 Points are awarded to Members who, at the Store, purchase eligible products

3.2 Subject to any exceptions noted in these rules, Points are awarded by Q.B. to Members on the basis of one Point for each full dollar (excluding cents) spent in each completed transaction for purchases of eligible products, exclusive of any applicable taxes. By way of example, a purchase of \$1.99, before tax, would earn 1 Point.

3.3 Points will be awarded for all purchases made at the Store upon presentation of a Membership Card issued by Q.B. (the "Q.B. Card"). If at the time of purchase, the Member does not present their Q.B. Card, Q.B. may, in its sole and absolute discretion, permit a Member to accrue Q.B. points for such purchase upon presentation of a receipt for the purchase and their Q.B. Card within 7 days of the date of purchase. The Q.B. Card shall at all times remain the sole and exclusive property of Q.B.

3.4 Points awarded at the Store will be registered and available for redemption as of the usually within 72 hours, and may not be redeemed within 24 hours of points being awarded.

3.5 In the event that the point-of-sale system is not operating at a the Store, Q.B. will, upon request, enter the transaction manually when the point-of-sale system resumes operation. In these cases, Points may not be available for redemption within 72 hours of the purchase.

3.6 Points may be awarded to Members for promotional offers for which details will be made available while the offer is valid.

3.7 Credits or refunds will reduce or cancel Points that were awarded for the original purchase

3.8 Q.B. will not send statements to Members setting out their Points. Members may inquire at the Store during regular business hours as to the their total accumulated points.

3.9 If a Member believes a Point discrepancy exists, he or she should contact Q.B. within 30 days of becoming aware of the possible discrepancy. If Points were not properly issued or registered, Q.B. reserves the right to refuse to issue, register or honour any Points, or if registered, to cancel Points.

3.10 Points have no cash value and cannot be exchanged for cash. Points may only redeemed for the purchase of products at the Store. Points may not be sold, purchased, gifted, bartered, mortgaged, or made subject to any security, interest or charged.

3.11 If a Member becomes bankrupt, the Member's Points shall be deemed to have been forfeited and void immediately prior to the bankruptcy.

3.12 In the case of an inactive Member who does not acquire any Points for twelve (12) consecutive months, all accumulated Points may be forfeited, with or without notice, or otherwise dealt with, without compensation, at Q.B.'s discretion.

3.13 In the case of a joint account, if all Members are inactive (no acquisition of Points for twelve (12) consecutive months), all accumulated Points in the joint account may be forfeited, with or without notice, or otherwise dealt with, without compensation, at Q.B.'s discretion.

3.14 In the event of a lost or stolen Q.B. Card, the Member may request a new Q.B. Card at the Store. In order for Points accumulated on the old card to be available for redemption on the new card, reference to the old card must be made on the new Q.B. Card registration form, in which case the lost or stolen card will be suspended and not permitted to redeem Points.

Point Redemption

4.1 In the case of an individual account, the Member is the only person entitled to redeem Points. Only Points that are registered at the time of redemption may be redeemed

4.2 In the case of a joint account, any member of the joint account has authority to redeem Points.

4.2 Points shall be redeemable at the rate of \$.01 per point, or at such other rate as Q.B. may determine, in its sole discretion, from time to time.

General

5.1 Efforts have been made to ensure that all the information contained herein and all information made available by Q.B. about the Program is accurate and correct. However, Q.B. is not responsible for any errors or omissions.

5.2 Any waiver by Q.B. on the strict observance, performance and compliance of the rules contained herein (whether explicitly or by course of conduct) shall be effective only in the specific instance, and shall not waive any other rights of Q.B..

5.3 Q.B. may suspend, amend or terminate the Program in whole or in part at any time without notice. Q.B. may change any of these rules, the Program, benefits and procedures without notice EVEN IF THIS AFFECTS Points ALREADY RECORDED OR REGISTERED. In the event of discontinuing the Points Program, Q.B. may, but shall not be obligated to, provide 60 days notice to Members within which redemption of Points will be accepted. Notices may be posted at the Store to advise of the Program's termination, discontinuation or amendment. Q.B. may, but shall not be obligated to, provide any other notice.

5.4 By receiving points, the Member releases Q.B., its directors, officers, employees, contractors and agents from all liability whatsoever relating to or arising from the Program.

5.5 By participating in the Program, a Member agrees to abide by all Q.B. rules contained herein and elsewhere, as amended. Any violation, fraud or abuse of the Program by a Member may, at Q.B.'s sole discretion, result in the Member being cancelled from the Program and the Member's Points being forfeited, without compensation. Q.B. may terminate the Membership of any Member under the Program and cancel any accumulated Points if the Member or any Member with an interest in a joint account misrepresents any information or abuses the Program in any way. Points that are cancelled for any reason are void without compensation and are not redeemable.

5.6 Personal information provided by the Member in their application for a Member Card or provided subsequently is maintained in a separate file for the purposes of Q.B. promotions and the marketing of goods and services by Q.B. alone. The Member's file is located at the offices of Q.B.'s in Invermere, British Columbia. Only Q.B. employees and its duly authorized representatives who have a need to access the Member's file in carrying out their responsibilities will have such access. The Member has a right to access the personal information contained in their file. The Member's participation in this Program shall constitute consent to Q.B.'s continued maintenance of the Member's file. A limited amount of your personal information, which may include your name, member number, address and postal code, may also be shared with third parties Oil for the purpose of ensuring the legitimate participation in the Q.B. Reward Program and investigating suspected fraud. If the Member wishes to access, request a correction or have Q.B. discontinue maintenance of his or her file, or to withdraw his or her consent to the use or disclosure of information in his or her file, should deliver such request in writing to the Q.B. office in Invermere, British Columbia.

5.7 Any disputes regarding the Program, and all interpretation of these rules and any administrative or other procedures as may be established by Q.B. from time to time will be resolved by Q.B. in its sole discretion. All determinations by Q.B. shall be final and binding on Members. Q.B.'s liability under the Program, including for negligence or breach of contract, is limited to to Cdn. \$0.0001 for each Point registered and available to the Member at the time the liability arose. Q.B. shall have no liability,

including for negligence or breach of contract to any Member who has requested that their Points accrue to a joint account.