

Amaranth Healthy Living Rewards Program Terms and Conditions

1. Only one Healthy Living Rewards Program Membership (“Membership”) is available per customer.
2. The Amaranth Healthy Living Rewards Program (the “Program”) is available through participating Amaranth Whole Foods Market and Amaranth Health and Wellness Centre store locations and any other designated locations as may be determined by Amaranth Whole Foods Market Inc. (“Amaranth”) in its sole discretion.
3. To become a Healthy Living Rewards Member there is no purchase required. Membership is free. Name, address and phone numbers must be provided to one of our customer service assistants. Use of the program constitutes acceptance of the terms and conditions.
4. Each Healthy Living Rewards Program Member (“Member”) will be issued a Healthy Living Rewards Program Number (“Reward Number”).
5. Members must advise Amaranth immediately of any changes of personal information: including name, address, telephone numbers and e-mail address by talking to one of our customer service assistants.
6. Amaranth reserves the right to refuse issuance of a Membership to any customer who does not follow the prescribed enrolment procedures.
7. Amaranth reserves the right to cancel any Healthy Living Rewards Program Membership which has incomplete or inaccurate information and all reward points on the member’s account will be forfeited. Amaranth will donate the dollar value of any forfeited points to a local charity of Amaranth’s choice. Such donations will occur at a minimum of once a year.

8. To collect Healthy Living Rewards Program Points (“Points”) following enrolment, a Member must make eligible purchases at participating stores using their personal valid Reward Number. The Member’s personal Reward Number must be presented to the cashier at a participating store before the purchase transaction is completed.
9. A member must present their cash register receipt to be awarded Points, if no Points were awarded at the time of the transaction.
10. **Points will be awarded at the rate of 5 Points** for each dollar spent on each separate purchase at participating stores. Points will be calculated by reference to the net (purchase price less discounts) pre-tax total of each cash register receipt. The total Points awarded and reflected on the cash register receipt will be rounded down by the next portion of a dollar spent. Amaranth may offer special promotions offering additional Points on certain products.
11. Points may be issued for purchases made through delivery service by participating stores, provided that the Member provides the store with their Reward Number at the time of purchase.
12. Certain products will not be issued points. Points will not be issued for bottle deposits/returns, gift cards, or other items specified as exclusions from time to time or where prohibited by law.
13. Amaranth reserves the right at any time to revoke these Points without notice. Amaranth reserves the right to add or delete items eligible for Points issuance at any time, at its sole discretion, without notice.
14. Points have no cash value and are not exchangeable for cash.
15. All Points are shown on the cash register receipt for each purchase when a Reward Number is presented before the completion of the purchase transaction as is the Member’s Points balance.

16. At the time of a return of a purchase, all Points earned on the original purchase will be forfeited.
17. Points are reduced to zero upon closure of a Membership.
18. All Points totals, as shown on the cash register receipts, will be deemed correct unless otherwise substantiated by the Member by bringing forward evidence satisfactory to Amaranth in its sole discretion. Discrepancies must be addressed with the Operations Manager within 1 month of the date on which the discrepancy occurred.
19. Should any Healthy Living Rewards Program Member not acquire Points for 18 consecutive calendar months, the membership will be deemed to be inactive and all accumulated Points will be forfeited. At that time the Membership Points balance may be reduced to zero at Amaranth's sole discretion. The cash equivalent will be donated to charity of Amaranth's choice. Such donation will occur a minimum of once every twelve (12) months.
20. **Once the total point reaches 5,000, on the next purchase of ten dollars or more the customer will be offered a ten dollar credit on their purchase.** Unused credits will accumulate until the customer decides to use this credit towards their current purchase.
21. Points may not be collected or redeemed by any person other than the Healthy Living Rewards Program Member. Healthy Living Rewards Program Members may be required to provide proof of identity when redeeming Points to protect the integrity of the Member's Points balance. Each Healthy Living Rewards Program Member is responsible to ensure that all personal information is correct and up-to-date and Amaranth reserves the right to block redemptions where the Healthy Living Rewards Program Member information is inaccurate or incomplete.

22. On occasion Amaranth may communicate special offers, information and services to Healthy Living Rewards Program Members. Any Member who does not wish to receive these offers may indicate so to one of our Customer Service assistants.
23. Amaranth shall maintain the privacy of all personal information collected from Members, such as name, address, telephone numbers, e-mail address and purchasing information. By providing the foregoing information to Amaranth, the Member consents to Amaranth using the information for the uses specified herein.
24. Amaranth will not give, rent or sell its Member lists to any organization or individual.
25. Healthy Living Rewards Program Members have the right to know what information is held in their Member file. There will be no charge for a Member to gain access to their file. To access a Member's file, a written request should be sent to: Operations Manager, Amaranth Whole Foods Market Inc., 7 Arbour Lake Drive NW, Calgary Alberta T3G 5G8. All written requests will be responded to within a reasonable time frame.
26. The Healthy Living Reward Program will terminate at 11:59 p.m. on February 28, 2012 (the "Termination Date").
27. Healthy Living Rewards Program Members will have until April 30, 2012 to redeem rewards points using Points accumulated up to the Termination Date. Points will expire at 11:59 p.m. on April 30, 2012 ("Expiration Date") and will not be honoured after such Expiration Date. Amaranth may provide a cash donation to a local charity or charities equal to the cash value of the expired points within 12 months of the Expiration Date.
28. Amaranth reserves the right to extend the Program beyond the Termination Date, or terminate the Program at any time prior to the Termination Date, by providing twenty eight (28) days notice. Such changes to these Terms and Conditions will be posted online and a

copy of the Terms and Conditions will be made available at each participating store, upon request.

29. Amaranth may, suspend or alter any aspect of the Healthy Living Rewards Program, without notice. Any material changes to these Terms and Conditions will be posted online and a copy of the Terms and Conditions will be made available at each participating store, upon request. The online version of the Terms and Conditions is the governing version. For the most current version of these Terms and Conditions please visit www.amaranthfoods.ca/rewards.
30. The Healthy Living Rewards Program Member's usage of the Reward Number constitutes agreement by the Healthy Living Reward Programs Member to all the Terms and Conditions of the Healthy Living Rewards Program.
31. Any abuse by a Member of the Healthy Living Rewards Program's privileges, any failure by a Member to follow the Program's rules, regulations, Terms and Conditions, or any misrepresentation by a Member may, at Amaranth's sole discretion, subject the Member to expulsion from the Program, including forfeiture of all accumulated Points. Upon suspension for any reason whatsoever, Amaranth will have no liability therefore to any member.
32. Every effort has been made to ensure that the information herein is correct. Amaranth is not responsible for any errors or omissions.
33. Any waiver by Amaranth of the strict observance, performance or compliance by a Member with any of the Terms and Conditions contained herein shall be effective only in the specific instance and shall not be deemed to be a waiver of any rights or remedies of Amaranth's a result of any other failure to observe, perform or comply with the Terms and Conditions. No delay or omission by Amaranth in exercising any right or remedy hereunder shall operate as waiver thereof or of any other right or remedy.

34. By redeeming Points for rewards, the Healthy Living Rewards Program Member releases Amaranth from any and all liability and claims regarding the redemption and use of the Program.

LAST UPDATED: February 6, 2011 with an effective date of March 7, 2011