

“Amaranth Healthy Living Rewards Program” Terms and Conditions

Earn Healthy Living Reward Points

1. Present your personal Reward Number at any Participating Location: “Amaranth Whole Foods Market”, “Amaranth Health and Wellness Centre” and other store locations as designated by Amaranth Whole Foods Market Inc. (“**Amaranth**”), (but excluding any location(s) where there are shared cashier(s) servicing the retail store(s)) during the Program Term, for Eligible Purchases to earn Points, which can be Redeemed for \$5 Reward Credits on your next purchase.
2. Members enrolled in the Amaranth Healthy Living Rewards Program (“**Program**”) will be assigned a personal Reward Number to collect Healthy Living Rewards Program Points (“**Points**”) for Eligible Purchases at Participating Locations. To earn Points, Members must present their personal Reward Number to the cashier or to the delivery service representative or on-line order, for a Participating Location before the purchase transaction is completed; or if no Points were awarded at the time of purchase, the Member must present to a customer service representative at a Participating Location, their cash register receipt for Eligible Purchases to be awarded Points within thirty (30) days of the purchase transaction to be awarded Points.
3. Points will be awarded at the rate of two (2) Points for each dollar spent on Eligible Purchases made at Participating Locations. Points will be calculated by reference to the net (purchase price less discounts) pre-tax total of each cash register receipt or purchase transaction. The total Points awarded and reflected on the cash register receipt will be rounded down by the next portion of a dollar spent. From time to time, Amaranth may offer special promotions offering additional Points on certain products or dollar thresholds for Eligible Purchases.
4. “**Eligible Purchase**” means the purchase of goods and/or services made by a Member through the use of a Member’s personal Rewards Number, and will include Eligible Purchases made through delivery service, as offered by Participating Locations. Eligible Purchases do not include, and you will not earn any Points in respect of: purchases of gift cards, lottery tickets, unauthorized transactions (including those made with a lost, stolen, cancelled or fraudulent Rewards Number), insurance products, fees or charges, bottle deposits/returns, or other items specified as exclusions from time to time by Amaranth in its sole discretion, or where prohibited by law.
5. At the time of a return of a purchase, all Points earned on the original purchase will be forfeited. All returns of a purchase which has been paid for, in part or wholly, by the redemption of a Reward Credit will be discounted by the amount of the Reward Credit, or returned back as a Reward Credit or Points, as determined by Amaranth in its sole discretion.

How to Redeem Your Points

6. Once a Member’s Points balance reaches 2,500 Points, the Member will be offered a five dollar (\$5 CAD) credit on their next Eligible Purchase (“**Reward Credit**”). Reward Credits will not be prorated and only be issued only in increments of 2,500 points accumulated or \$5 dollar credits. Unused Reward Credits will accumulate until the

Member decides to use this Reward Credit towards their current purchase, or termination of the Program, whichever is sooner.

Become A Healthy Living Rewards Program Member

7. To become a Member, no purchase is required. Membership is free. Simply provide your name, address, phone number(s), email address, and government-issued identification if requested, to one of our customer service representatives at a Participating Location, or if available, via on-line enrolment. Members must be natural persons, over the age of eighteen (18) years.
8. Once Amaranth accepts the application, a Healthy Living Rewards Program Number ("**Reward Number**") will be issued, and you will become a Member of the Program. Use of the Program constitutes acceptance of the terms and conditions, as amended from time to time, without notice.
9. All Members must advise Amaranth immediately of any changes of the Member's personal information, including legal name, address, telephone numbers and e-mail address by speaking with one of our customer service representatives at a Participating Location.
10. Amaranth reserves the right to refuse or terminate membership to any person or any customer who does not follow the prescribed enrolment procedures.

Program

11. "**Program**" means the "Healthy Living Rewards Program", described herein under the Terms and Conditions, as amended from time to time, in whole or in part, pursuant to which Points are accumulated based on the dollar amount of Eligible Purchases made with your Reward Number.
12. Amaranth reserves the right to cancel any Program Membership which has incomplete or inaccurate information and all Reward Credits and Points on the Member's account will be forfeited without notice and compensation. At the end of January each year, Amaranth may donate the dollar value of forfeited points to a local charity of Amaranth's choice.
13. Amaranth reserves the right at any time to terminate the Program and/or revoke Points without notice. At its sole discretion without notice, and from time to time, Amaranth reserves the right to designate or remove certain goods or services as being eligible for an Eligible Purchase for Points accumulation.
14. Reward Credits and Points have no cash value and are not exchangeable for cash. Accumulation of Points and awards of Reward Credits create no vested rights. Points have no monetary value and cannot be exchanged for cash or used as a partial payment or total payment for types of purchases that as a matter of law must be purchased using legal tender.
15. Reward Credits and Points are reduced to zero upon closure or termination of a Membership.

16. When a Reward Number is presented and once the purchase transaction is completed, the current balance of the Member's Points balance will be indicated on the cash register receipt for the Member to see. Together with satisfactory evidence, the Member must report to the General Manager or Operations Manager of Amaranth any errors or discrepancies within thirty (30) days of the error or discrepancy, otherwise your Points balance will be deemed to be correct.
17. Points and Reward Credits may not be collected or redeemed by any person other than the Member on the Member's Reward Number. Points accrue to the benefit of the personal member as shown in our records and cannot be divided, assigned or otherwise transferred by you (without limitation, (i) in the event of divorce or separation, and (ii) from a deceased or living Member to another person or Member).
18. Members may be required to provide proof of identity when redeeming Points to protect the integrity of the Member's Points balance and the Program. Each Member is responsible to ensure that all personal information is correct and up-to-date and Amaranth reserves the right to refuse and block redemptions where the Member information is inaccurate or incomplete.
19. In the event of a loss or theft of your Rewards Number or compromise of a Member's account for whatever reason, Amaranth in its sole discretion may transfer accumulated Points to a new Rewards Number.
20. On occasion Amaranth may communicate special offers, information and services to Members. Any Member who does not wish or no longer wishes to receive these offers must indicate so to one of our Customer Service representatives at a Participating Location.
21. Amaranth shall endeavour to maintain the privacy of all personal information collected from Members, as required by law (which may include name, address, telephone numbers, e-mail address and purchasing information). By providing the foregoing and any other information to Amaranth, the Member consents to Amaranth using the information for the uses specified herein.
22. Amaranth will not give, rent or sell its Member lists to any organization or individual. However, Amaranth reserves the right to sell, assign or transfer the Program, and any of our rights and obligations under the Program, without prior notice to you.
23. 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. Written requests will be responded to within a reasonable time.
24. Members are solely responsible for any personal tax liability arising from your participation in the Program, and by use of the Program, you hereby release Amaranth and its affiliates, directors, officers and employees from any and all claims in respect of any tax liability resulting from your participation in the Program.

Earn & Redeem before It's Too Late

25. The Program has commenced and will terminate at 11:59 p.m. on January 31, 2016 or such sooner date as determined by Amaranth, pursuant to the Terms and Conditions herein (the “**Termination Date**”, and the duration of which, being the “**Term**”).
26. Members will have until April 30, 2029 or such sooner termination of the Program in Amaranth’s sole discretion (“**Expiration Date**”) to redeem Rewards Points using Points accumulated up to January 31, 2030. After the Expiration Date, all Reward Credits and Points will not be honoured for credit, but any returns for purchases paid in part or whole by Rewards Credits, after the Expiration Date will be discounted by the applied Reward Credit amount.
27. Amaranth reserves the right to terminate or extend the Program any time or change any part thereof with or without notice including without limitation, the basis for accumulating and redeeming Points and Reward Credits, the basis for payment of Reward Credits and redemption offerings. Any such termination or changes may affect Points that have already been accumulated and any future accumulation or redemption of Points. Amaranth will endeavour to provide fourteen (14) days’ notice, made in-store at Participating Locations or on-line at Amaranth’s website. Amaranth, and our affiliates, assume no liability with respect to any such termination, extension or amendment.
28. Amaranth may suspend or alter any aspect of the 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 Participating Locations, 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.

The Small Print

29. A Member’s usage of the Reward Number constitutes agreement by the Member to all the Terms and Conditions of the Program.
30. Any abuse by a Member of the Healthy Living Rewards Program’s privileges and benefits, 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 without compensation. Upon termination of a membership, expulsion or suspension for any reason whatsoever, Amaranth will have no liability to any Member.
31. Every effort has been made to ensure that the information herein is correct. Amaranth is not responsible for any errors or omissions.
32. 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.
33. By participating in the Program and redeeming Points for rewards, a Member releases Amaranth and its affiliates, directors and officers and employees, from any and all liability and claims regarding the accumulation, redemption and use of the Program.

34. Amaranth will be the final authority as to the interpretation and application of Terms and Conditions. The Program is governed by the laws of Alberta, and Amaranth may elect exclusive jurisdiction of its choice.

LAST UPDATED: April 30, 2024.