



# Canada Bread



## INVESTOR FACT SHEET

### CORPORATE PROFILE

Canada Bread is a leading producer of value-added and nutritious fresh bakery products, marketed under a number of leading brand names, including *Dempster's*®, *Olafson's*, *POM*®, and *Ben's*®, in addition to fresh pastas and sauces under the *Olivieri*® brand. Other product lines include frozen breads, rolls and artisan bread products manufactured for customers throughout North America.

The Company also operates a large specialty bakery business in the United Kingdom, including bagels, croissants, and in-store bakery items including baguettes.

The Company structures its results into two operating segments:

**Fresh Bakery Group** including a variety of fresh breads, rolls, bagels and sweet goods, and specialty fresh pasta and sauces.

**Frozen Bakery Group** including frozen par-baked breads, bagels, artisan breads and specialty bakery products, including hand-held snacks and croissants.

Canada Bread employs more than 8,800 people at its operations in Canada, the United States and the United Kingdom. The Company is 89.8% owned by Maple Leaf Foods Inc. and its common shares are listed on the Toronto Stock Exchange under the symbol CBY.

### HIGHLIGHTS

- A major global bakery with leading brands and market share
- The leading brand of fresh bread in Canada (*Dempster's*®)
- Leader in the North American frozen par-baked market
- Canada's leading brand of fresh pasta (*Olivieri*™)
- The largest bagel manufacturer in the U.K.
- A leading manufacturer of premium artisan breads

### FINANCIAL INFORMATION

AS AT September 30, 2008 (\$CDN)

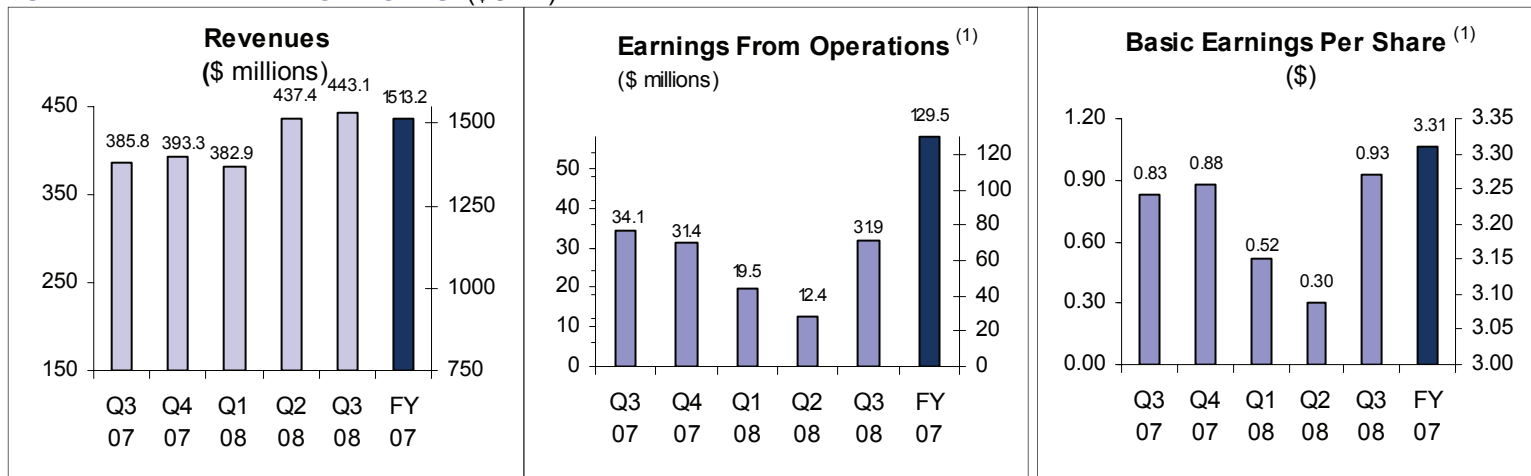
TSX	CBY
52-week High/Low:	\$73.00/\$55.00
Recent :	\$55.00
Market Cap.:	\$1.4 billion
Basic Shares Outstanding:	25.4 million
P/E Ratio <sup>(1)</sup> (trailing 12 months):	20.91
Fiscal Year End:	Dec. 31
Dividend (quarterly):	\$0.06 per share

### Analyst Coverage:

Irene Nattel RBC Capital Markets



### SELECT FINANCIAL HIGHLIGHTS (\$CDN)



<sup>(1)</sup> Before restructuring & other related costs and non-recurring tax adjustment



## Core Business Categories

Canada Bread is an integrated global bakery with strong growth potential and market leadership. Its four core business operations are fresh bakery, fresh pasta, frozen bakery and U.K. bakery

Operation	Primary Products and Services	Primary Markets	Infrastructure	Did you Know?
<b>Fresh</b>	Production and distribution of fresh baked products including white and multi-grain breads, rolls, bagels, artisan breads and sweet goods	Canada and the United States	Bakeries: 23	Our fresh bakery division is a leading Canadian bakery with a national operating and distribution network and the leading brand of fresh bread, <i>Dempster's</i> , in the country.
<b>Pasta</b>	Olivieri fresh pasta and sauce products	Canada and the United States	Plants: 2	The Company produces a variety of unique fresh pastas and sauces under the <i>Oliveri</i> brand.
<b>Frozen</b>	Production and distribution of frozen, par-baked bread, rolls, bagels, and artisan bread products	Canada and the United States	Bakeries: 9	Our frozen operations are the leading producer of partially baked or "par-baked" products in North America serving retail in-store bakeries and the food service industry.
<b>Maple Leaf Bakery, U.K.</b>	Production of frozen par-baked bagels for private label and under the <i>New York Bagel</i> brand, and specialty bread products, including croissants and hand-held snacks	United Kingdom and Europe	Plants: 6	The U.K. business is one of the leading specialty bakeries in the United Kingdom.

### INVESTOR CONTACTS

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### SHAREHOLDER SERVICES

Computershare Investor Services  
 T: (800) 564-6253

### WEBSITE

[www.canadabread.ca](http://www.canadabread.ca)

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