

LORD & TAYLOR “*DID WE DO OUR BEST*” SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN

Qualifying Lord & Taylor Sweepstakes Locations:

Boca Raton, FL / Crossgates, Albany NY / Annapolis, MD / White Flint, MD / Lake Forest, Gaithersburg, MD / Columbia, MD / Tyson’s Corner, Mclean VA / Loudon, Dulles, VA / Fair Oaks, Fairfax, VA / Washington DC

YOU HAVE NOT WON YET. A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. ENTRY INTO THIS SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR WHICH ARE FINAL AND BINDING. SWEEPSTAKES IS GOVERNED BY U.S. LAW AND IS SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS, REGULATIONS AND ORDINANCES.

ELIGIBILITY: The *DID WE DO OUR BEST* Sweepstakes (“Sweepstakes”) is open to legal residents of the 50 United States including the District of Columbia, age 18 years or older at time of entry. Void where prohibited by law. Employees of Lord & Taylor (the “Sponsor”), its parent company, subsidiaries, affiliates, retailers, distributors, advertising and promotion agencies and any other individual or company involved in the development or execution of the Sweepstakes (collectively, “Sweepstakes Entities”) and members of their immediate families (parent, child, sibling and their respective spouses) of same households of each, whether or not related, are not eligible to enter or win.

SWEEPSTAKES ENTRY PERIOD: Sweepstakes begins at on January 1, 2016 and ends on December 31, 2016 (the “**Sweepstakes Entry Period**”).

HOW TO ENTER THE SWEEPSTAKES: There are FOUR (4) methods of entry. **Method #1(On-line Survey):** To enter via on-line survey; Go to www.ltexperience.com and complete the survey including your first and last name, email address and all applicable survey questions. Check the box to confirm if you wish to be entered into the sweepstakes and submit the survey. **Method #2 (QR Code):** To enter via QR Code, shop at one of the qualifying Lord & Taylor stores between January 1, 2016 and December 31, 2016. Look for **Did We Do Our Best** survey sweepstakes signs; using your smartphone scan the QR Code which will link you to the www.ltexperience.com web-site. Complete the survey to be entered into the sweepstakes. **Method #3 (Phone):** To enter via phone, call 1-800-331-9046 and follow the prompts to complete the survey to be entered into the sweepstakes. **Method #4 (Mail in):** You may also enter by mailing your general feedback/comments about Lord &

Taylor to Did We Do Our Best Sweepstakes c/o Lord & Taylor / Customer Relations / 15 West 38th Street, New York, NY 10018. Provide your complete name and phone number (including area code). Upon receipt by Sweepstakes Sponsor, you will be entered into the Sweepstakes.

LIMIT: Regardless of your entry method, you may enter this Sweepstakes once only. All entries must be received during the Sweepstakes Entry Period. Should duplicate entries be received, all such entries will be ineligible. The Sponsor is not responsible for late, lost, incomplete, contain inaccurate entry information, misdirected (whether human or technical error), stolen, garbled, undelivered, delayed, damaged, and/or illegible or any combination thereof. Use of automated processes and devices to submit electronic entries are not permitted.

RANDOM DRAWING: Need not be present to win. Potential winner selection will be conducted by random drawing from all eligible entries received on or about January 4, 2016. The decisions are final and binding. Winner may be required to complete an Affidavit of Eligibility/Liability which must be signed and returned by February 2, 2016 or an alternate winner may be selected from among remaining eligible entries. Odds of winning will depend upon the total number of eligible entries received. Sponsor reserves the right to disqualify any Entry for any reason, in its sole and absolute discretion and is under no obligation to disclose why an Entry has been disqualified other than the Entry was ineligible under these Official Rules.

PRIZE: One (1) Lord & Taylor Gift Card will be awarded, valued at \$500.00. Prize is not transferable or redeemable for cash. No substitution for prize except by Sponsor who may substitute the prize offered with another prize of equal or greater value. ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER. Acceptance of the prize constitutes permission to use winner's name, photograph and likeness for promotional purposes including but not limited to online posting without additional compensation. All other expenses associated with the use of the prize is the sole responsibility of the winner. Gift Card is redeemable for Lord & Taylor Stores, LordandTaylor.com and telephone purchases only. Gift Card cannot be redeemed as payment for purchases of gift card(s) or as an adjustment to prior purchases. Gift Card may not be returned, redeemed for cash or used as payment on or credit to Lord & Taylor credit card accounts. No credit or cash given for unused portion. Lord & Taylor LLC issues the Gift Card, which will not be replaced if lost or stolen.

NOTIFICATION OF WINNER: Winner will be notified by telephone and/or e-mail. If a selected entrant: (a) cannot be contacted by telephone and/or e-mail within seven (7) days of the draw date; (b) fails to return the Sweepstakes documents within the specified time, (c) declines the prize; or (d) otherwise fails to comply with the Official Rules, then the selected

entrant will be disqualified and an alternate entrant will be selected from among the remaining eligible entries

CONDITIONS OF PARTICIPATION: Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize. By participating in this Sweepstakes, all entrants agree to abide by and be bound by these official rules and the decisions of the Sponsor, which are final and binding on all matters relating to this Sweepstakes. By participating in this Sweepstakes, entrants agree to release, defend and hold harmless Sponsor, the Store(s) and each of their respective parent companies, affiliates, subsidiaries and all other businesses involved with this Sweepstakes as well as their officers, directors, representatives, agents and employees of each, from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Sweepstakes or any prize related activity.

NO RECOURSE TO JUDICIAL OR OTHER PROCEDURES: This Sweepstakes shall be governed by and interpreted under the laws of the State of New York, U.S.A. without regard to its conflicts of laws provisions. To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Sweepstakes are hereby excluded, and any Entrant expressly waives any and all such rights and agrees that any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action.

WINNERS' LIST: For a list of winners (available after January 2, 2017) or visit <http://CUSTOMER SURVEY.com/> or send a self-addressed stamped envelope to Did We Do Our Best Sweepstakes c/o Lord & Taylor Customer Relations / 15 West 38th Street, New York, NY 10018. VT residents may omit return postage.

PRIVACY: By entering, Contestants may be contacted by the Sponsor with future promotional offers. Information provided by Contestants to participate in this Sweepstakes is subject to Sponsor's privacy policy.

SPONSORSHIP: This Promotion is sponsored by Lord & Taylor LLC located at 424 Fifth Avenue, New York, NY 10018.

Lord & Taylor Privacy Policy: <http://www.lordandtaylor.com>