

Hudson's Bay Survey Contest OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR TO WIN.

The Hudson's Bay Survey Contest (the "Contest") is sponsored by Hudson's Bay Company ("HBC"). The Contest begins at 12:00:01 AM Eastern Time ("ET") on January 1, 2016 and ends at 11:59:59 PM ET on December 31, 2016.

THE PRIZE

There is one prize, consisting of a \$500 Hudson's Bay gift card.

The prize will be delivered to the winner. It is not exchangeable, transferable or convertible to cash or credit and must be accepted as awarded.

HOW TO ENTER

There are two ways to enter.

Entry method #1: To enter the Contest:

First, shop at one of the following Hudson's Bay stores:

Fairview Mall (Toronto)
Centerpoint Mall (Toronto)
Mississauga Square One
Oshawa Centre
Oakville Place
Upper Canada Mall (Newmarket)
Mapleview Centre (Burlington)
Sherway Gardens (Toronto)
Place d'Orleans (Ottawa)
Rideau Centre (Ottawa)
Bayshore Shopping Centre (Ottawa)

Then, either:

- Go to www.thebayexperience.com, (or, scan the QR code, which will take you to the website), complete the survey including your first name, last name, email address and all applicable survey questions, check the box to confirm you wish to be automatically entered, and submit your entry; or,
- phone 1-800-531-2928, complete the survey and provide your first name, last name and address.

Entry Method #2: You may also enter without having made a purchase, by mailing your general feedback/comments about Hudson's Bay to **Hudson's Bay Survey Contest** c/o Customer Relations, 8925 Torbram Road, Brampton, ON L6T 4G1. As well, provide your complete name and telephone number (including area code). At the time of receipt by the Contest Administrator, you will receive one entry into the Contest.

Regardless of your entry method, you may enter this Contest once only. Should duplicate entries be received, all such entries will be ineligible. For those entering by taking the survey online, only one e-mail address and account may be used. In the event of a dispute regarding the identity of an entrant, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e. the person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domains associated with the submitted e-mail address). Should it be discovered that an entrant is using the aid of computer programs to auto-fill entries, that entrant will be disqualified from the Contest; and HBC reserves the right to disqualify such entrants from future contests conducted by HBC without further notice.

ELIGIBILITY

To be eligible, you must be a resident of Canada and have reached the age of majority in your province or territory of residence as of the date that you entered the Contest. You are not eligible if, at any point during the Contest Period you are, or you live with, an employee, representative or agent of HBC, its affiliates or licensees.

RANDOM DRAW

On January 4, 2017 in Brampton, Ontario, a random draw will be held to determine the winner.

Your odds of winning depend on the number of eligible entries received.

The selected entrant will be contacted by telephone and/or e-mail. Before being declared a winner, the selected entrant will be required to: (a) correctly answer, unaided, a time limited mathematical skill-testing question; and (b) sign and return, within 14 business days of notification, HBC's declaration and release form. If a selected entrant: (a) cannot be contacted by telephone and/or e-mail within seven days of the draw date; (b) fails to correctly answer the skill-testing question; (c) fails to return the Contest documents within the specified time, (d) declines the prize; or (e) 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. The process described above will continue until all of the prizes in the Contest have been awarded or there are no more eligible entries, whichever comes first.

OTHER RULES

By submitting an entry, you agree to be bound by the Official Rules and all decisions of HBC which are final and binding on all entrants without right of appeal.

Neither HBC nor any of its affiliates will bear any responsibility or liability for: (a) entries which are lost, stolen, delayed, destroyed, or illegible, incomplete or otherwise improperly completed; (b) incorrect or inaccurate entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or any combination thereof; (c) the loss, theft or misuse of a prize; or (d) any property damage, personal injury or misfortune in any way attributable to this Contest or the prize.

No correspondence will be entered into except with the selected entrant. The personal information you are providing to enter this Contest will be used only to administer this Contest in accordance with HBC's Privacy Policy, and for no other reason. However, by entering, you grant HBC the right to use your name, place of residence, comments, and/or likeness, without further notice or compensation, in any advertising or publicity connected with this Contest.

HBC reserves the right to withdraw or amend this Contest in any way in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of HBC that interferes with the proper conduct of this Contest as contemplated by these Official Rules, or the odds of winning. Any attempt to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, HBC reserves the right to seek remedies and damages to the fullest extent permitted by law.