

## Hbc Gift Card \$1000 HR Star Contest

### THE PRIZE

There is one (1) prize available to be won, consisting of a \$1000 CDN Hbc Gift Card. The prize is not transferable or convertible to cash and must be accepted as awarded.

### HOW TO ENTER

The contest starts on March 1<sup>st</sup>, 2010 at 9am Eastern Time ("ET") and ends on May 28<sup>th</sup>, 2010 at 11:59pm ET.

**No purchase is required.** There are two ways to enter: (1) play the Hbc Gift Card "HR Star" electronic game located in the convention centre during the BC Human Resources Professionals Association 2010 Trade Show that will be held from May 5<sup>th</sup> to May 7<sup>th</sup>, 2010, inclusive at the Vancouver Convention Centre in Vancouver, British Columbia. Upon playing the game, each entrant will receive an entry into the contest; OR (2) fully complete the online entry form at [www.hbccards.com/hrstar](http://www.hbccards.com/hrstar). Online entrants will be entered into the contest at time of entry. All entries become the property of Hudson's Bay Company and will not be returned.

### ELIGIBILITY

The sponsor of this contest is Hudson's Bay Company ("*Sponsor*").

To be eligible, you must be a resident of Canada over the age of majority in your province or territory of residence, from March 1<sup>st</sup>, 2010 to the date of the draw. You are not eligible if, at any point during this time you are (or you live with) an employee, representative or agent of the Sponsor or its affiliates (including Zellers Inc.) or licensees.

### THE DRAW

A random draw will be held in Toronto, Ontario at 9:00 AM ET on Monday, May 31<sup>st</sup>, 2010 to determine the entry that will be awarded the prize. The selected entrant will be required to correctly answer, without mechanical or other assistance, a mathematical skill-testing question posed by e-mail or telephone at a mutually convenient time. You do not need to be present at the draw in order to win. The prize will be awarded to the first person whose entry is randomly drawn, correctly answers the skill-testing question and who otherwise complies with the contest rules. The odds of winning the prize in this contest will depend on the number of eligible entries received.

The selected entrant will be contacted by phone, and must sign and return (within 14 days of receipt) a declaration and release. If the selected entrant declines the prize, does not comply with the contest rules or cannot be contacted within 14 days of the draw, that entry will be declared void and a further entry will be randomly drawn. The prize will be delivered by courier to the winner at the address provided on or in connection with his/her entry.

### OTHER RULES

The decisions of the Sponsor will be final and binding on all entrants.

All entries which are incomplete, improperly completed, illegible, damaged, irregular, have been obtained or submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified by the Sponsor.

The Sponsor shall not bear any liability for: (a) contest entries which are disqualified by the Sponsor; (b) contest entries which are lost, stolen, delayed or destroyed; (c) the loss, theft or misuse of the prize; (d) any property damage, personal injury or misfortune in any way attributable to this contest or the prize or any part of the prize; or (e) any technical hardware or software failures of any kind.

Sponsor reserves the right to modify the online portion of this contest if fraud or technical failure destroys the integrity of the contest as determined by the Sponsor, in its sole discretion.

Sponsor may, subject to any governmental permission legally required, withdraw, terminate or modify all or any part of this contest at any time in the event of production, printing, tampering, unauthorized intervention, fraud or other unanticipated problems or irregularities or mistakes of any nature whatsoever not directly caused by the Sponsor which, in the opinion of Sponsor affects the administration, security, fairness, integrity or proper conduct of this contest, or the odds of winning.

Personal information collected by the Sponsor will be used only for the purpose of administering this contest, unless an entrant provides his/her consent to receive additional marketing or other information from the Sponsor."

By entering this contest, entrants consent to the use of their name, city of residence, and/or photograph in any contest-related publicity engaged in by or on behalf of the Sponsor, without further compensation or notice.