

Hudson's Bay – HBDenimGoalsContest OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

INTERNET ACCESS AND INSTAGRAM ACCOUNT ARE REQUIRED TO ENTER.

The Hudson's Bay – "#HBDenimGoals" contest (the "Contest") is sponsored by Hudson's Bay Company ("Hudson's Bay"). The Contest begins at 12:00:00 AM Eastern Time ("ET") on August 12, 2016 and ends at 11:59:59 AM ET on August 26, 2016 (the "Contest Period").

THE PRIZES

There are 12 grand prizes each consisting of a pair of designer denim jeans. Approximate value of three hundred dollars (\$300) each.

The prize is not exchangeable, transferable or convertible to cash and must be accepted as awarded.

HOW TO ENTER

To enter the Contest, go to [Instagram.com/hudsonsbay](https://www.instagram.com/hudsonsbay) – Follow Hudson's Bay and hashtag #HBDenimGoals showcasing your in-store denim selfie for a chance to win a pair of designer denim.

Regardless of how many times you do this, you will receive one entry.

You may enter only once. Any use of robotic, automatic, programmed, spambot or entry methods not authorized by these Official Rules, will be deemed as tampering and will void all of your entries. Only one e-mail address and account may be used to enter the Contest. 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 associated with the submission (i.e. the person who is assigned to that 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 enter, that entrant will be disqualified from the Contest; and Hudson's Bay reserves the right to disqualify all such entrants from future contests conducted by Hudson's Bay without further notice.

Photographic submissions must fully comply with the Instagram Terms of Use
(<http://help.instagram.com/478745558852511/>) and Community Guidelines
(<http://help.instagram.com/477434105621119/>).

All entries must be posted by 11:59:59 AM (ET) on August 26, 2016.

Hudson's Bay may, but is not obligated to, use the photo you submit as part of your entry, in connection with this contest or in its advertising including on social media, for no additional consideration to the winner – and in doing so Hudson's Bay may in its discretion make changes to the photo - and by entering the winner agrees to this.

ELIGIBILITY

Quebec residents are not eligible to participate.

To be eligible, you must be a resident of Canada (excluding Quebec) and have reached the age of majority in your province or territory of residence as of the date that you post your submission. You are not eligible if, at any point during the Contest Period you are, or you live with, an employee, representative or agent of Hudson's Bay, its affiliates or licensees.

THE DRAW

A random draw will be held in Toronto, Ontario on August 19 selecting 6 winners from all the eligible entries received during the up to August 19 and August 26, 2016 selecting the remaining 6 winners from all the eligible entries received during the Contest Period. The selected entrant(s) will be contacted by telephone, Instagram direct message and/or e-mail, and before being declared a winner will be required to correctly answer, unaided, a time limited.

If a selected entrant: (a) cannot be contacted by telephone, Instagram direct message and/or e-mail within one day; (b) fails to correctly answer the skill-testing question; (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. The process described above will continue until the prize in the Contest has 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 Hudson's Bay which are final and binding on all participants without right of appeal.

Neither Hudson's Bay nor any of its affiliates will bear any responsibility or liability for: (a) submissions which are lost, stolen, delayed, destroyed, or illegible, incomplete or otherwise improperly completed; (b) technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or any combination thereof; (c) the loss, theft or misuse of the prize or any portion of the 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 Hudson's Bay's Privacy Policy, and for no other reason (<http://www.thebay.com/webapp/wcs/stores/servlet/en/thebay/content-view/PrivacyLegalInfo>). However, by making an entry and thereby entering this Contest, each entrant grants Hudson's Bay the right to use their name, place of residence, submissions, comments, and/or likeness, without further notice or compensation, in any advertising or publicity connected with this Contest.

Hudson's Bay 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, or any other cause beyond the reasonable control of Hudson's Bay 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, Hudson's Bay reserves the right to seek remedies and damages to the fullest extent permitted by law.

In the event of any discrepancy or inconsistency between these Official Rules and any disclosures or other statements contained in any Contest-related materials, these Official Rules will prevail.

The Contest and these Official Rules are governed exclusively by and will be interpreted in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any dispute will be adjudicated solely in the applicable court in Toronto, Ontario.