

RED MITTENS & PODIUM JACKET OLYMPIC I.D. CONTEST - EXTENDED (the "Contest")

Official Contest Rules and Regulations

This contest is sponsored by The Canadian Olympic Committee (the "Contest Sponsor").

Contest starts at 2 p.m. ET September 4, 2014 and ends at 11:59 p.m. ET on September 24, 2014 (the "Contest Closing Date").

By entering this Contest, entrants agree to abide by these Official Rules. The decisions of the Contest Sponsor with respect to all aspects of the Contest are final. The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter or Instagram. You understand that you are providing your information to the Contest Sponsor and not to Facebook, Twitter or Instagram. Information you provide will only be used in accordance with the Contest Sponsor's privacy policy.

1. ELIGIBILITY

This contest is open to all legal residents of Canada (excluding Quebec) who have reached the age of majority in the province or territory in which they reside. Employees, agents and representatives (and persons with whom they are domiciled and their immediate family members) of the Contest Sponsor, its subsidiaries, affiliates and its sponsors, advertising and promotional agencies, are not eligible to enter this contest. For purposes of these Official Contest Rules, an "immediate family member" is defined as a parent, sibling, child or a spouse.

2. HOW TO ENTER

NO PURCHASE NECESSARY

To enter you must be an Olympic I.D. holder. If you're not yet an Olympic I.D. holder, visit <http://olympic.ca/olympic-id/> and sign up via Facebook, Twitter, LinkedIn, Google+, Instagram or fill out the sign up form for a traditional account. You can also sign up for an Olympic I.D. via the pinned tweet at <http://twitter.com/cdnolympicteam>. Limit of one (1) entry per person per household.

To enter, during the Contest Period visit the contest online at <http://olympic.ca/olympic-id/> or <http://twitter.com/cdnolympicteam>. You may sign up for a free account and enter using a computer with internet access. Follow the instructions and submit your entry. Entries will not be eligible if sent by any method not specified above or if received after the Contest Closing Date. You may enter only once and use only one Olympic I.D. account. If it is determined that an entrant has submitted more than one entry, or used more than one Olympic I.D. account, the entrant will be disqualified and all entries submitted by the entrant will be disqualified.

3. ODDS OF WINNING

Odds of winning will depend upon the number of eligible entries received by the Contest Closing Date. All entries must be received by 11:59p.m. ET on September 24, 2014 in order to qualify. The Contest Sponsor will not be responsible for late, delayed, misdirected, lost, or incomplete entries. By entering the contest, entrants accept and agree to be bound by these Official Contest Rules, and accept the decisions of the Contest Sponsor as final and binding in all respects. Entries that are incomplete, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Official Contest Rules shall be disqualified.

4. PRIZING

All prizes must be accepted as awarded, are non-refundable and are not convertible to cash. The Contest Sponsor reserves the right to substitute any of the prizes, or any component thereof, with a prize of equal or greater value.

a) GRAND PRIZE

There is one (1) grand prize available to be won consisting of one (1) Hudson's Bay 2014 podium jacket signed by the medallists from the Sochi 2014 Canadian Olympic Team, approximate retail value of \$150. The grand prize must be accepted as awarded without substitution and is not redeemable for cash. The grand prize is transferable by the winner to an immediate family member. All costs not specifically included in this prize description including, but not limited to, applicable taxes, will be the responsibility of the winner. If the winner cannot use or chooses not to use, for any reason, any portion of the grand prize, that portion of the prize will be forfeited and no substitution or other compensation will be awarded.

Prize is valid only from September 25, 2014 to October 31, 2014 and must be redeemed within these dates.

b) SECONDARY PRIZES

The second prize is one (1) of ten (10) Hudson's Bay 2015 Red Mittens, approximate retail value \$10 each. The second prize must be accepted as awarded without substitution and is not redeemable for cash.

5. SELECTING WINNERS

a) GRAND PRIZE DRAW AND SECONDARY PRIZE DRAW

A random draw for the grand prize and the second prize will be conducted at or about 12:00 pm ET on September 25, 2014 by the Canadian Olympic Committee from all eligible entries received.

The Contest Sponsor shall use commercially reasonable efforts to contact the selected entrants using the contact information set out each of their entries. In the event, that a selected entrant cannot be contacted within three (3) days of the random draw, the entry of such selected entrant shall be deemed void and the Contest Sponsor shall draw another entry at random for the remaining eligible entries. The process noted above will be repeated until a contact is made with a selected entrant or there are no more eligible entries, whichever comes first.

Before being declared a winner, each selected entrant must first correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question within ten (10) business days of prize notification.

Each selected entrant will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with these Official Contest Rules, acceptance of the respective prize as awarded without substitution, and releasing the Contest Sponsor, its affiliated and related companies, sponsors, advertising and promotional agencies, and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns from any liability in connection with the prizes.

Declining a prize, failing to correctly answer the mathematical skill-testing question, failing to return the Release Form within the time period indicated on the Release Form or otherwise failing to comply with these Official Contest Rules will cause the respective prize to be forfeited and a new random draw from the remaining eligible entries will be conducted to select another selected entrant. The process noted above will be repeated until a prize winner is declared or there are no more eligible entries, whichever comes first.

6. GENERAL

This contest is subject to all applicable Federal, Provincial, and Municipal laws and regulations and void where prohibited. The Contest Sponsor shall not be held responsible for any accident, negligence, printing, typographical, administrative or other errors that may arise or occur in connection with the contest with no obligation or liability, subject to applicable law.

No correspondence will be entered into except with selected entrants. By entering this contest and accepting a prize, each winner consents to the use of his/her name, city of residence, video image, voice, and/or photograph in any related publicity or Internet posting without further notification or compensation.

By entering this contest and accepting a prize, if applicable, each entrant releases and agrees to hold the Contest Sponsor and its respective members, shareholders, directors, employees, officers and agents, including, without limitation, their advertising and promotion agencies, harmless against any and all manner of actions, causes of action, suits, debts, covenants, contracts, claims, and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract, fundamental breach, liability for physical injury, death, or property damage which the entrant or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in this contest and/or in connection with the acceptance and/or use by the entrant of the prize awarded, if applicable.

All entries become the property of the Contest Sponsor and will not be returned. No responsibility will be taken for any failure of the contest web site during the promotion or for any problems or technical malfunction of a telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail, on-line, or internet entry to be received by the Contest Sponsor on account of technical problems or traffic congestion on the internet or at any web site, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion.

The Contest Sponsor reserves the right, in its sole discretion, to cancel or suspend the contest, in whole or in part, without notice, for any reason whatsoever, including, the internet portion of this contest should a virus, bug or any other cause beyond the reasonable control of the Contest Sponsor corrupt the security or proper administration of the contest, or the odds of winning. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this contest is a violation of criminal and civil laws, and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way.

In the event of a dispute regarding the identity of the person submitting an electronic entry, the entry will be deemed submitted by the "authorized account holder" provided that person meets all eligibility criteria set forth in the Eligibility section of these Official Contest Rules and Regulations. "Authorized Account Holder" shall mean the natural person assigned to the email or text messaging address by an internet service provider, on-line service provider, phone company, mobile phone service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email/text messaging addresses for the domain associated with the submitted email/text message address. Contest Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the Contest, including the entry process.