

**RW&CO. "Rematch: Ready. Set. Win."**

1. NO PURCHASE IS NECESSARY TO ENTER THIS CONTEST (the "**Contest**"). A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
2. All monetary amounts herein are calculated in Canadian dollars.
3. The Contest is open only to individuals who are legal or permanent residents of Canada who are at least eighteen (18) years of age and have reached the age of majority in their province or territory of residence at the time of entry, except the directors, officers, agents and employees of Reitmans (Canada) Limited (the owner of the "RW&CO." division) and all of its affiliated and associated entities and divisions (collectively, "Reitmans"), their respective advertising and promotional agencies and all members of their respective immediate families living in the same household and any other persons with whom they are domiciled. For greater certainty, it is understood that entrants who are minors in their province or territory of residence are not eligible to enter the Contest.
4. By entering the Contest, each entrant accepts the terms and conditions of these Contest rules and regulations (the "**Rules**") and agrees to be bound by them. The Contest is subject to all applicable federal, provincial, municipal and local laws and regulations. The Contest is void where prohibited or restricted by law.
5. The Contest offer will be open online only at the RW&CO. website at www.rw-co.com (the "**Website**") the whole as more fully set forth in Section **Error! Reference source not found.**, from July 22, 2016 at 12:01 a.m. (Eastern time) until August 7, 2016 at 11:59 p.m. (Eastern time) (the "**Entry Deadline**").
6. In order to enter for a chance to win the one (1) Prize (defined below), each entrant must:
  - a. Go to the Website;
  - b. Click on the Contest link where he or she will then be redirected to the Contest page (the "**Contest Page**");
  - c. Fill out the online entry form found on the Contest Page (including with all required contact information;
  - d. Check-off a box confirming that he or she has read, understood and agrees with the Rules;
  - e. only if he or she so chooses, checking-off a box indicating that he or she opts-in to receive notifications via e-mail about upcoming promotions and special offers offered by RW&CO. (for greater certainty, an entrant is not obligated to check-off the box in question and entry in the Contest is not conditional upon an entrant checking-off such box and opting-in to receive such notifications);
  - f. Click "Continue"; and
  - g. Only if he or she so chooses and in order to have the chance to collect one (1) or more additional entries as further described in Section 8, share the Contest with one (1) or more of his or her friends through the "Share with Friends" sharing tool found on the Contest application.
7. All eligible entries for the Contest must be received by RW&CO. by the applicable Entry Deadline, must comply with the terms hereof and must have a correctly answered Skill-Testing Question. All entries become the property of Reitmans. Any entries by third parties, or generated by a script, macro or by any other automated means whatsoever (including, without limitation, any electronic, robotic or computer automated or automatic contest entry program, tool, service, script, bot, macro, system or software, whether commercially developed or otherwise), or that contain typographical errors, are altered, tampered with, incomplete, inaccurate, irregular in any way, or otherwise not in compliance with the Rules, will be considered null and void and will cause the disqualification of such entrant from the Contest. Repeated violations of the foregoing may render such entrant ineligible for future contests or promotions offered by RW&CO. and/or Reitmans. Odds of winning the Prize will vary depending on the number of eligible entries received by the Entry Deadline.

8. **a. SUBJECT TO SECTION 8.b, ONLY ONE (1) ENTRY PER ENTRANT WILL BE PERMITTED AND ALL ADDITIONAL ENTRIES WILL BE DISQUALIFIED.** For greater certainty, it is understood that all additional entries made by or for a single entrant, or any attempt by an entrant to make more than one (1) entry per entrant, whether by multiple e-mail accounts, identities, registrations, or any other methods, will be considered null and void and will cause the disqualification of such entrant from the Contest. Repeated violations of the foregoing may render such entrant ineligible for future contests or promotions offered by RW&CO. and/or Reitmans. b. Notwithstanding the foregoing, each time an entrant's friend uses the link for the Contest that the entrant shared with him or her as described in Section 6)g and subsequently enters the Contest, such entrant will automatically earn one (1) additional entry in the Contest. A tracking device on the Contest application will allow an entrant to view how many additional automatic entries he or she has collected.
9. For purposes of awarding the Grand Prize, one (1) random draw will be conducted at the head offices of Reitmans in Montréal, Québec on August 9, 2016 at approximately 1:00 p.m. (Eastern Time) (the "**Draw Date**") in order to select the Grand Prize winner (the "**Grand Prize Winner**") from among all of the eligible entries received by the Entry Deadline.
10. Subject to Section 11, one (1) grand prize (the "**Grand Prize**") will be awarded consisting of the following:
- a. a meet and greet with P.K. Subban (the "**Meet and Greet**") for the Grand Prize Winner and one (1) guest of his or her choice (the "**Guest**") at the RW&CO. exclusive media event to be held at Agora Hydro-Québec located at 175, avenue du Président-Kennedy, Montreal, Quebec on **August 16, 2016** (the "**Media Event**") (approximate retail value of five hundred dollars (\$500.00));
  - b. a trip (the "**Trip**") worth up to a maximum of three thousand dollars (\$3000.00) (before applicable taxes and fees) to Montreal, Quebec (the "**Destination**") for two (2) days and one (1) night for the Grand Prize Winner and the Guest from August 16, 2016 to August 17, 2016 (the "**Trip Dates**") (maximum retail value of three thousand dollars (\$3000.00));
  - c. hotel accommodations (the "**Accommodations**") on the Trip Dates for two (2) days and one (1) night for the Grand Prize Winner and the Guest in a standard room based on double occupancy at a hotel located in Montreal, Quebec (the "**Hotel**") (maximum retail value of three hundred and fifty dollars (\$350.00));
  - d. two hundred dollars (\$200.00) in spending money (the "**Spending Money**") awarded in the form of a VISA gift card; and
  - e. one (1) or more RW&CO. gift cards (the "**Gift Cards**") having an aggregate retail value of four hundred dollars (\$400.00) and which may be used at any participating RW&CO. store across Canada (collectively, the "**Stores**" and each, a "**Store**");
11. With respect to the Trip and Accommodations offered in Section 10. above:
- a. The Trip will consist of one (1) round trip economy airfare for the Grand Prize Winner and the Guest departing from the major Canadian international airport that is nearest to the Grand Prize Winner's residence (the "**Departure Airport**") and offers flights to the Destination airport (the "**Destination Airport**", and collectively with the Departure Airport, the "**Airports**"). The selection of the Departure Airport will be made exclusively by RW&CO. based on its consideration of the aforementioned criteria at its sole and absolute discretion;
  - b. The Trip will include (i) the Accommodations; and (ii) all connecting flights between the Departure Airport and the Destination Airport. The Trip will not include, and as such the Grand Prize Winner and the Guest will be responsible for, (i) any transportation (whether ground, air or otherwise) to the Departure Airport prior to the departure for the Trip (including between the Grand Prize winner's and the Guest's respective residences and the Departure Airport) and from the Departure Airport upon return therefrom; (ii) any transportation (whether ground, air or otherwise) to and from the Destination

- Airport; and (iii) any transportation (whether ground, air or otherwise) to and from the Hall of Fame and the Meet and Greet. The duration of the Trip will be two (2) days and one (1) night. Accommodations at the Hotel are subject to availability as well as any national or local statutory holidays or any blackout periods which may apply;
- c. If the Grand Prize winner resides within three hundred (300) kilometers of the Destination, (i) the air transportation provided in Section 10.b may be substituted by ground transportation or omitted at RW&CO.'s sole and absolute discretion; and (ii) the Accommodations provided in Section 10.c may be omitted at RW&CO.'s sole and absolute discretion. For greater certainty and without limiting the generality of the foregoing, it is understood that the Airports, airline carrier and the Accommodations will be determined at RW&CO.'s sole and absolute discretion and RW&CO. reserves the right, in their sole and absolute discretion, to change any element of the Trip in the event that reasonable airfare or Accommodations cannot be obtained or in the case of any other circumstances beyond RW&CO.'s control. Additional government restrictions and regulations or hotel, airline carrier, airport or other transportation restrictions and regulations may apply;
  - d. The Grand Prize Winner and the Guest must (i) travel together on the same itinerary and have the same departure and return dates; (ii) each have valid travel documents prior to ticketing; (iii) have the right to exit from and return to their initial departure location and enter and exit from the Destination as well as any other possible stop-over locations; and (iv) have at least one (1) major credit card in good standing, in order to, *inter alia*, cover any incidentals or any other requirements at the Hotel;
  - e. RW&CO. does not assume any responsibility whatsoever and in no event will RW&CO. be held liable (i) for any delays or cancellations of the Trip or the RW&CO. exclusive event where the Meet and Greet will occur due to inclement weather or any other cause beyond RW&CO.'s control; (ii) in the event that the Grand Prize Winner and the Guest are denied entry to or exit from any Airport, the RW&CO. exclusive event where the Meet and Greet will occur or any other stop-over location or readmission into their initial departure location, the RW&CO. exclusive event where the Meet and Greet will occur for any reason whatsoever; and (iii) any other circumstances beyond RW&CO.'s reasonable control;
  - f. For greater certainty, a Trip cannot occur outside the Trip Dates. Once booked, a reservation for the Trip may not be rescheduled, changed, extended or substituted other than by RW&CO. in their sole and absolute discretion. Some additional restrictions may apply; and
  - g. For greater certainty and without limiting the generality of the foregoing, RW&CO. will not be responsible for any other expenses not specifically mentioned herein related or incidental to the receipt and use of the Trip, including without limitation, any ground transportation, meals and beverages, airport and departure taxes, any other taxes or fees, insurance (including baggage, travel and medical), telephone (including long distance charges), internet or fax charges, personal services or expenses such as laundry, valet, room service, gratuities, items or other expenses of a personal nature, any additional hotel accommodations, optional tours or excursions, and any other costs not specifically mentioned herein as forming part of the Trip, all of which will be the sole responsibility of the Grand Prize Winner and the Guest.
12. (A) The maximum total retail value of the Grand Prize is four thousand four hundred and fifty (\$4450.00) (before applicable taxes and fees). The actual retail value of the Grand Prize will vary depending, *inter alia*, the actual costs relating to the Trip (including the actual cost of airfare), the Hotel and the Accommodations, and, as mentioned in Section 11.c, whether air transportation is substituted by ground transportation or whether air transportation or the Accommodations are omitted. It is understood that in no event will the total value of the Grand Prize exceed four thousand four hundred and fifty (\$4450.00) (before applicable taxes and fees). A Grand Prize Winner will not be entitled to receive the balance of any amount representing the difference between the Grand Prize's maximum total retail value and the Grand Prize's actual cost, whether in cash, gift cards of any kind or otherwise. (B) In addition, should the Grand Prize Winner choose to decline any or all of the Trip, the Accommodations, the RW&CO. exclusive event where the Meet and Greet will occur, the Grand Prize Winner shall only be entitled to receive the Spending Money and the Gift Cards. No frequent flyer miles will be available for the Trip. (C) The Contest will have a total of one (1) Grand Prize Winner.

13. For purposes of claiming the Grand Prize, the Grand Prize Winner will be contacted by e-mail within three (3) business days following the Draw Date (the “**Claim Date**”). If the Grand Prize Winner cannot be reached by the Claim Date for any reason whatsoever, the Grand Prize Winner will be disqualified and deemed to have forfeited the Grand Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, RW&CO. may decide, in its sole and absolute discretion, to select a new Grand Prize Winner by a random draw conducted by RW&CO. until such time as contact is made in the same manner set out in this Section 13 with such newly selected Grand Prize Winner. RW&CO. will not be responsible for failed attempts to contact the Grand Prize Winner for any reason whatsoever, including, without limitation if any communication is unsuccessful, not returned or returned as undeliverable. If all or part of the Grand Prize cannot be awarded to the Grand Prize Winner due to actions or circumstances beyond the control of RW&CO., RW&CO. may decide, in its sole and absolute discretion, to award a substitute prize (or substitute prizes) of equal or greater retail value.
14. RW&CO. reserves the right to verify eligibility qualifications of any entrant or Grand Prize Winner. In addition to the eligibility qualifications set forth in Section 3, the Grand Prize Winner must comply with the Rules and correctly answer a time-limited, mathematical skill-testing question (without the assistance of another person or mechanical device) (the “**Skill-Testing Question**”) included as part of the Release (defined below) and/or administered by a representative of RW&CO. during a pre-arranged, mutually convenient telephone call and/or as otherwise may be provided by RW&CO. In addition to the foregoing and in order to be eligible to receive the Grand Prize awarded hereunder, the Grand Prize Winner and the Guest may be required to execute a full release and affidavit of eligibility in a form to be provided by RW&CO. which, *inter alia*, relieves Reitmans from any and all liability for injury associated with the Grand Prize or any component thereof awarded to the Grand Prize Winner, as well as satisfy any and all laws and regulations and other criteria required by the Grand Prize Winner’s province or territory of residence (the “**Release**”). Should the Grand Prize Winner not comply with the Rules subject to Section 12(B) decline his or her Grand Prize or any part thereof for any reason whatsoever, not claim his or her Grand Prize by the Claim Date, incorrectly answer the Skill-Testing Question, not execute any required Release, or otherwise fail to satisfy any requirement or eligibility qualification contained herein, the Grand Prize Winner will be disqualified and deemed to have forfeited his or her Grand Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, Reitmans will have no further obligation to the Grand Prize Winner in question and may decide, in its sole and absolute discretion, to select a new Grand Prize Winner as set forth in Section 12 and the terms and conditions of Section 12, Section 14 and Section 15 herein will apply *mutatis mutandis* to such newly selected Grand Prize Winner.
15. The Grand Prize Winner will be entitled to be awarded his or her Grand Prize on the date on which the eligibility qualifications of the Grand Prize Winner have been satisfied in accordance with Section 12 herein (the “**Award Date**”). All information related to the Grand Prize (including how the Grand Prize winner can receive the \$400 RW&CO. gift cards and access to the RW&CO. exclusive event where the Meet and Greet will occur will be sent to the Grand Prize Winner by email (acknowledgment of receipt of e-mail will be required) on or around August 9, 2016. The Spending Money (as set out in Section 10.dd) issued in the form of a prepaid Visa card will be sent by courier to the address provided by the Grand Prize Winner (a signed acknowledgement of receipt at the delivery location will be required) on or around August 11, 2016. Reitmans reserves the right to modify, in its sole and absolute discretion, the method of delivery of the Grand Prize or any component thereof described in this Section 15 to the Grand Prize Winner in the event that delivery as described in this Section 15 is not possible due to any cause beyond the control of Reitmans. The Grand Prize Winner’s name may appear on the Fan Page, [www.rwandco.com](http://www.rwandco.com) (the “**Website**”) and/or any other Reitmans’ online social networking and media marketing web pages for no less than thirty (30) days following the Award Date.
16. No cash, product substitution or prize equivalent will be permitted. The Grand Prize cannot be combined or used in conjunction with any other contest or offer. The Grand Prize must be accepted as is, and cannot be redeemed for cash or gift cards of any kind, in whole or in part. No component of the Grand Prize may be returned after pick-up or delivery, as applicable. No rain checks will be provided. No refund or compensation of any costs or expenses incurred by the Grand Prize Winner or the Guest will be made.

17. If, by reason of a typographical or other error, more Grand Prizes are claimed than the number set forth in the Rules, all individuals making purportedly valid claims will be included in a random draw to award the advertised number of Prizes available. No more than one (1) Grand Prize will be awarded in total in connection with the Contest.
18. By entering the Contest, all entrants (A) irrevocably grant to Reitmans the right (i) to include their name and information (including e-mail address) on any of Reitmans' mailing/e-mail lists and for any live person to person and Automatic Dialing-Announcing Device calls, in each case for all purposes required in connection with the Contest and, to the extent permitted by and in accordance with applicable law, for promotional purposes relating to Reitmans, and (ii) to use their name in any publicity carried out by Reitmans, and (B) agree to grant to Reitmans a non-exclusive irrevocable license and right to incorporate, use and reproduce, in whole or in part, their photograph, voice, name, actual or simulated likeness, biographical information, city or original hometown and province or territory of residence, without additional compensation or consideration of any kind, for the purposes set out herein in connection with the Contest as well as in, and in connection with, the advertising, exhibiting, marketing, promotion and exploitation of its business in any manner, in all media throughout the world whether now known or hereinafter devised, including without limitation, the Website, the Contest Page, the Fan Page, and/or any other RW&CO. and/or Reitmans online social networking and media marketing web pages, and all forms of print, radio, television, home-video, CD ROM, DVD, and other interactive "electronic" media, in perpetuity. Those individuals who do not wish that their personal information be used for such purposes are required to so indicate in writing to RW&CO. at the following address: 250 Sauvé Street West, Montréal, Québec, H3L 1Z2; ATTENTION: RW&CO. Customer Service. For further information regarding the use of an entrant's personal information by RW&CO. and/or Reitmans, please refer to the Privacy Policy on the Website.
19. Except as otherwise provided herein, all expenses related or incidental to the receipt and use of the Grand Prize, including any and all surcharges, fees, taxes (federal, provincial and local), and any travel or transportation costs (whether ground, air or otherwise), will be the sole responsibility of the Grand Prize Winner. Without limiting the generality of the foregoing, all fees, costs, expenses of any kind whatsoever not specifically stated herein to be the responsibility of Reitmans, will be the sole responsibility of the Grand Prize Winner. The Grand Prize is non-refundable, non-transferable and may not be reissued or revalidated in whole or in part.
20. Reitmans will not be responsible for lost, stolen, mutilated, late, misdirected or ineligible entries that may occur in the administration of the Contest. Reitmans will not be responsible under any conditions whatsoever for any problems or technical malfunctions relating to the Contest, for any printing or typographical errors or problems in connection with any Contest-related materials, or for any computer, online, human or technical malfunctions that may occur in the administration of the Contest, including problems with the Fan Page, the Contest Tab, the Contest Page, any computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Reitmans on account of technical problems, human error or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to an entrant's or any other person's computer relating to or resulting from participation in the Contest or downloading any Contest-related materials.
21. Subject to a contrary ruling by the Régie (defined below), if for any reason the Contest is not capable of running as planned due to (i) infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, technical malfunctions or any other causes corrupting or affecting the administration, security, fairness, integrity or proper conduct of the Contest whether in connection with the Fan Page, the Contest Tab, the Contest Page, or otherwise, (ii) insufficient entries, or (iii) due to any other cause beyond the control of RW&CO., RW&CO. reserves the right, in its sole and absolute discretion, to disqualify an individual and/or cancel, terminate, modify or suspend the Contest in whole or in part and/or modify the Rules. Without limiting the generality of the foregoing, RW&CO. reserves the right to prohibit an entrant from participating in the Contest if it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices or intending to abuse, threaten or harass other entrants. **CAUTION: ANY ATTEMPT BY ANYONE TO DAMAGE OR DISRUPT THE CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST WILL BE CONSIDERED A VIOLATION OF CRIMINAL AND CIVIL**

**LAW AND SHOULD SUCH AN ATTEMPT BE MADE, REITMANS RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.**

22. In the event of any dispute regarding entries received from multiple users having the same e-mail account, entries will be deemed to be made by the authorized account holder of the e-mail address submitted during entry, but only if he or she meets all other eligibility criteria contained in the Rules. The “authorized account holder” is the natural person who is assigned to the e-mail address by an internet access provider, online service provider or other organization (e.g., business, educational, institutional, etc.) that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. The Grand Prize Winner may be required to provide RW&CO. and/or Reitmans with proof that he or she is the authorized account holder of the e-mail address associated with the winning entry, or forfeit his or her Grand Prize.
23. All entrants assume all liability for injuries caused or claimed to be caused by participation in the Contest, or the use or misuse of the Grand Prize granted herein, including any and all losses, damages, rights, claims, costs, actions and causes of action with respect to the Grand Prize (including without limitation, in connection with travel, if applicable). Without limiting the generality of the foregoing, by entering the Contest, entrants release and forever discharge Reitmans and its parent companies, affiliates, subsidiaries, agents, advisors, employees, officers, directors, shareholders, representatives, licensees, franchisees, advertising and promotional agencies, successors and assigns from any and all losses, damages, rights, claims, costs, actions and causes of action of any kind whatsoever arising in connection with the Contest or resulting from the acceptance, possession, or use or misuse of the Grand Prize granted herein or any other prize that may be awarded in connection with the Contest, including without limitation personal injury, death, and/or property damage as well as claims based on publicity rights, defamation, or invasion of privacy.
24. It is each entrant’s sole responsibility to notify RW&CO. in writing at the address indicated above if he or she changes his or her telephone number, e-mail or mailing address or any other contact information. All corrections to the contact information of an entrant must be received by RW&CO. by the Entry Deadline.
25. To the extent permitted by applicable law, if any of the terms of the Rules are or become invalid, are ruled illegal by the Régie (defined below) or any court of competent jurisdiction, or are deemed unenforceable under the then current applicable laws, it is the intention of the parties hereto that the remainder of the Rules will not be affected thereby and will remain in full force and effect.
26. For Québec entrants, any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* (the “**Régie**”) for a ruling. Any litigation respecting the awarding of the Grand Prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
27. The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. Each entrant is providing his or her information to RW&CO. and not to Facebook. By participating in this Contest, each entrant agrees to release and forever discharge Facebook from any and all claims, demands, actions, damages, liabilities, costs, losses and expenses arising out of, or in connection with, the Contest.
28. For an additional set of the Rules and/or the Winner’s name, visit the Website or send a written request by self-addressed, stamped envelope (ensure that sufficient postage is included) to: Reitmans (Canada) Limited, 250 Sauvé Street West, Montréal, Québec H3L 1Z2; ATTENTION: RW&CO. Customer Service.