

Sears Canada
“Write a Review to Win!”
Official Rules and Regulations

1. The contest starts at 12:01 a.m. on Wednesday, June 1, 2011 and closes at 11:59 p.m. on Thursday, May 31, 2012 (the “Contest Closing Date”). There are twelve (12) (the “Contest Periods”), each starting at 12:01 a.m. on the first day of each month and ending at 11:59 p.m. on the last day of each month for the duration of the contest. All times are Eastern Standard Time.
NO PURCHASE NECESSARY TO ENTER OR WIN.

2. The contest is open to all Sears Canada customers who write a review on the Sears Canada website (www.sears.ca) about a product they have purchased (“Entrants”). All entrants must be legal residents of Canada and age of majority in their province or territory of residence at the time of entry into the contest. Sears Canada Inc. reserves the right to require proof of age prior to awarding any prize. Employees of Sears Canada Inc., its agencies, affiliates, catalogue merchant agents and Hometown store operators, and anyone who is a member of their immediate family and/or living in the same household are not eligible to enter.

3. Participants who write a review of a product on the Sears Canada website (www.sears.ca) will receive one (1) automatic entry into the contest. Entries will be included in the contest for the Contest Period that they were received in and non-winning entries will not be carried over subsequent Contest Periods. Entrants may enter the contest by using the alternate means of contest entry set out in paragraph #4. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, or any other methods will void that entrant's entries and that entrant may be disqualified (in the sole discretion of the Sponsor). In the event of a dispute the authorized account holder of the email address used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

4. Entrants who do not write a review may also receive one (1) entry for one of the Contest Periods by legibly printing their name, street address, city, province, postal code, telephone number, complete email address, on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to: **Sears ‘Write a Review to Win Contest’; Attention ecommerce team - 290 Yonge St., Suite 700, Toronto, Ontario M5B 2C3.** Only one (1) entry per envelope, per person is allowed for each contest period. Requests must bear sufficient postage and be received no later than, 3 p.m. EST on the last business day of the month. Sears will not be responsible for lost, damaged, delayed, or postage-due entries. Duplicate entries discovered will disqualify all entries submitted by that person. Incomplete or illegible entries will be disqualified.

5. There are twelve (12) Prizes in total to be won, each Prize consisting of a \$500 Sears Gift Card. One (1) \$500 Sears Gift Card will be awarded each month for the duration of the Contest. Sears Gift Cards are redeemable toward purchases at Sears stores across Canada, online at sears.ca and through the Sears Catalogues. Any costs that exceed the value of the prize awarded are the sole responsibility of the winner and are not included in the prize. Sears Gift Cards are not redeemable for cash or credit, in whole or in part, and may not be applied toward previous purchases or used to make Sears Financial™ Card account payments.

6. A random draw will be held on the last day of the each month (or the next business day) in each Contest Period, for the duration of the contest. One (1) entry from all eligible entries received during the previous month will be randomly selected at approximately 2:00 p.m. EST at Sears Canada Head Offices in Toronto. The odds of winning depend on the number of eligible

entries received during each Contest Period. The odds of winning a prize will be the same for all entries, whether an entry is submitted electronically or by mail. Entries will be included in the contest for the month that they were received and non-winning entries will not be carried over subsequent months. Limit one (1) prize per person for the contest period.

7. Prizes will be awarded only on verification by Sears Canada that all contest requirements have been met by the potential winners. Each prize must be accepted as awarded and no substitution or transfer of prize will be allowed, unless at the discretion of Sears Canada which may substitute a prize of comparable or greater value. No correspondence will be entered into except with selected entrants at the email address or telephone number they provided. Sears will notify the selected entrant within seven (7) days of the draw date. The selected entrant will have fourteen (14) calendar days from notification to respond by email or telephone to the notification. Sears is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify a selected entrant. If a selected entrant cannot be contacted within the allotted time Sears reserves the right to void that entry and select another eligible entrant for that prize. In order to be declared an official winner, the selected entrants must correctly answer a time-limited skill-testing mathematical question without mechanical or other assistance.

8. By entering the contest, entrants agree to abide by these Contest Rules and Regulations and the decisions of Sears Canada which are final.

9. To obtain a copy of the winners list please mail a hand-written request to the address listed in point #4.

10. Sears Canada Inc. is not responsible for telephone, technical, network, online, electronic, computer hardware or software failures of any kind, or for entries that are stolen, misdirected, incomplete, garbled or delayed by computer transmissions 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 participants' or any other person's computer resulting from downloading of any materials or participation in this contest. Sears Canada Inc. shall, in its absolute discretion, disqualify any individual found to be tampering with the operation of the Web site or the administration of the contest. If, for any reason, the contest is not capable of running as planned, or if the administration, security, fairness, integrity, or proper conduct of the contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any causes beyond its control, Sears Canada Inc. reserves the right to cancel, terminate, modify or suspend the contest, including cancellation of the method of entry and selection of a winner from previously received entries. In no event will more Prizes be awarded than those listed in the Contest Rules and Regulations.

11. The winner will be required to sign and return within two (2) weeks of receipt of a standard declaration and release form confirming compliance with these rules and waiving any liability of Sears Canada Inc., and their respective agencies, affiliates, employees, officers, directors, catalogue merchant agents and Hometown store operators, arising out of the conduct of the contest and the acceptance and use of the prize as awarded.

12. All entries become the property of Sears Canada Inc. By entering the contest, entrants agree to be bound by these rules and consent to the use of their names, place of residence, photographs, likeness, voice, voice likeness and images in any publicity which may be carried out by Sears Canada Inc. or their respective affiliates in connection with this contest without further notice or compensation.

13. At Sears, we respect your privacy and value our relationship with you. By entering the contest, entrants agree that Sears may collect, use and disclose your personal information (including information collected in connection with this contest) to bring you offers from Sears or

its selected third party service providers/business partners. For more information on Sears privacy policy, please see www.sears.ca.

14. This contest is subject to all applicable federal, provincial and local laws and regulations. Sears Canada Inc. reserves the right, subject to approval by the Régie des alcools, des courses et des jeux, to cancel or amend this contest at any time.

15. Quebec residents please note: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

Final: May 26, 2011

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