

Sears *My Advantage*™ Spring 2011 “Win a Spring Prize Pack Contest”

RULES & REGULATIONS

1. NO PURCHASE IS NECESSARY to enter the contest or win a prize. The contest starts at noon EST on Tuesday, March 1, 2011 and closes at noon EST on Friday, May 6, 2011 (the “Contest Period”). The entry form is available in the Spring 2011 issue of *My Advantage* magazine during the Contest Period. To be eligible, all entries must be complete, legible and have the correct answer to the skill-testing question. There is a limit of one (1) entry per household; duplicates found will disqualify all entries submitted by persons in that household.
To enter, members and non-members must legibly complete the contest entry form (or facsimile thereof), including the arithmetical, skill-testing question, in the Spring 2011 issue of *My Advantage* magazine and mail that entry to the following address: Sears *My Advantage* Spring 2011, PO Box 415, Dept HLC Pickering, ON. L1V 2R6. All entries must be mailed separately, bear sufficient postage, and must be received by 5 p.m. EST on Friday, May 6, 2011. Sears Canada Inc. and Promotional Products Fulfillment & Distribution Ltd. are not responsible for lost, stolen, damaged, delayed, or postage-due mail-in entries.
2. There is one (1) Grand Prize available to be won consisting of a Spring Prize Pack of products including: Vitapur® Cooling System water cooler (item #75733), Sea breeze® Turbo-Aire cooling fan (item #28940), Kenmore®/MD Table-top air cleaner (item #32710). Approximate retail value \$579.97.
3. On Monday, May 9, 2011 at noon EST at 80 William Smith Drive, Whitby, Ontario, a random selection of one (1) eligible entry from among all entries received will take place. The selected entrant will be contacted by telephone and will be required to confirm his or her eligibility and complete a standard release form before being declared a winner. The winner will be sent a prize confirmation letter instructing him or her how to claim the prize. If the selected entrant cannot be contacted within fourteen (14) days of the selection date, or cannot confirm eligibility, that entrant will be disqualified and another randomly selected. The process will be repeated as necessary until a winner is declared. All decisions of the contest judges are final.
4. The probability of winning will depend on the number of eligible entries received.
5. This contest is only open to Canadian residents who are age of majority or older in the province or territory in which they reside. Employees of Sears Canada Inc., its agencies, affiliates, catalogue merchant agents and Hometown store operators, and Promotional Products Fulfillment & Distribution Ltd., and members of their immediate families living in the same household are not eligible to enter.
6. Prize must be accepted as awarded. No substitution or transfer of prize is allowed except at the sole discretion of Sears Canada Inc. who reserves the right to substitute a prize of comparable value. Prize is not redeemable for cash or credit in whole or in part. Sears Canada Inc. and Promotional Products Fulfillment & Distribution Ltd. will not be responsible for any loss, theft or misuse of the prize.
7. The winner will be required to complete and return within fourteen (14) days of receipt a standard declaration and release form confirming compliance with the rules and waiving any liability of Sears Canada Inc., its agencies, affiliates, catalogue merchant agents and Hometown store operators, and Promotional Products Fulfillment & Distribution Ltd., arising out of the conduct of the contest and the acceptance and use of the prize as awarded. Winner must claim prize within thirty (30) days of being notified of its availability or prize will be forfeited.
8. Sears Canada Inc. is not responsible for entries that are stolen, misdirected or incomplete. 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.
9. All entries become the property of Sears Canada Inc. By entering the contest, entrants agree to be bound by these official Rules & Regulations and consent to the use of their names, place of residence, photographs and images in any publicity carried out by Sears Canada Inc. in connection with this contest without compensation.
10. At Sears, we respect your privacy and value our relationship with you. Your personal information will be protected, will never be sold, and unless we advise you in advance, the information you have provided to enter this contest will be used only for contest administration and/or audit. If you have any questions or wish to obtain more information about our Privacy Policy, you may visit our Web site at www.sears.ca.
11. This contest is subject to all applicable federal, provincial and local laws and regulations. Sears Canada Inc. reserves the right to cancel or amend this contest at any time.
12. 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.

SEARS CANADA INC.