

PENN.PENNINGTONS BRA SURVEY CONTEST (October-November 2025)

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 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 jurisdiction 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 will be open from **Tuesday, October 28, 2025, at 00:00 AM (Eastern time) until Monday, November 10, 2025, at 11:59 p.m. (Eastern time)** (the “**Entry Deadline**”).
6. To enter for a chance to win the **Prize** (as defined in Section 9, below), each entrant must, by the Entry Deadline:
 - a. Click on the survey link in the email received;
 - b. Answer all the questions from the survey;
 - c. Fill in the online entry form found on the survey page; and
 - d. Click submit.

NB: Only fully completed surveys will be entered into the Contest.

7. Reitmans reserves the right to disqualify any entrant whose Comment contains, whether in whole or in part, obscene, defamatory, libelous, threatening, pornographic, profane, lewd, violent, illegal, fraudulent, graphic or vulgar content, slander, nudity, violates any other party's proprietary rights, promotes hatred, otherwise gives rise to a criminal offence or civil liability on the part of any person or entity, or that is otherwise unlawful or in contravention of applicable laws and regulations or is otherwise deemed by Reitmans, in its sole and absolute discretion, to be offensive or inappropriate or inconsistent with the spirit or theme of the Contest or with the Reitmans brand.
8. All eligible entries for the Contest must be received by Reitmans by the Entry Deadline and must comply with the terms hereof. 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 an entrant

ineligible for future contests or promotions offered by Reitmans. The odds of winning the Prize will vary depending on the number of eligible entries received by the Entry Deadline.

9. There will be **one (1) Prize Winner** (the “**Prize Winner**”) who will receive a **PENN.Penningtons** gift card having a value of one hundred dollars (**\$100.00**) (the “**Prize**”) which may be used at any participating **PENN.Penningtons** store across Canada (each a “**PENN.Penningtons Store**”, and collectively, the “**PENN.Penningtons Stores**”) or the **PENN.Penningtons** website (the “**PENN.Penningtons Gift Card**”).
10. For purposes of awarding the Contest Prize, **one random draw** will be conducted at the head offices of Reitmans in Montréal, Québec (or remotely) **on Tuesday, November 11, 2025** (the “**Draw Date**”), to select the Prize Winner from among all eligible entries received by the Entry Deadline.
11. For the purposes of claiming their Prize, the Prize Winner will be contacted by email (the “**Claim Message**”) on the Draw Date. To receive their Prize, the Prize Winner will have 48 hours from the time of the Claim Message (the “**Claim Time**”) to submit to Reitmans their telephone number, mailing address and any other contact information that Reitmans may require. If the Prize Winner cannot be reached by the Claim Time for any reason whatsoever, the Prize Winner will be disqualified and deemed to have forfeited their Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, Reitmans may decide, in its sole and absolute discretion, to select an alternate Prize Winner by a random draw conducted by Reitmans until such time as contact is made by email with such newly selected Prize Winner. Reitmans will not be responsible for failed attempts to contact the Prize Winner for any reason whatsoever, including, without limitation if any e-mail communication is unsuccessful, not returned or returned as undeliverable.
12. Reitmans reserves the right to verify eligibility qualifications of any entrant or Prize Winner. In addition to the eligibility qualifications set forth in Section 3, the 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 Reitmans during a pre-arranged, mutually convenient telephone call and/or as otherwise may be provided by Reitmans. In addition to the foregoing and in order to be eligible to receive the Prize awarded hereunder, the Prize Winner may be required to execute a full release and affidavit of eligibility in a form to be provided by Reitmans which, *inter alia*, relieves Reitmans from any and all liability for injury associated with the Prize or any component thereof awarded to the Prize Winner, as well as satisfy any and all laws and regulations and other criteria required by the Prize Winner’s province or territory of residence (the “**Release**”). Should the Prize Winner not comply with the Rules, decline their Prize or any part thereof for any reason whatsoever, not claim their 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, such Prize Winner will be disqualified and deemed to have forfeited their Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, Reitmans will have no further obligation to the Prize Winner in question and may decide, in its sole and absolute discretion, to select a new Prize Winner as set forth in Section 11 and the terms and conditions of Section 11, Section 12 and Section 13 herein will apply *mutatis mutandis* to such newly selected Prize Winner.
13. The Prize Winner will be entitled to be awarded their Prize on the date on which the eligibility qualifications of the Prize Winner have been satisfied in accordance with Section 12 herein (the “**Award Date**”). The Prize will be sent to the Prize Winner by email to the address provided by the Prize Winner within five (5) business days following the Claim Date (the

“Delivery Date”). Reitmans reserves the right to modify, in its sole and absolute discretion, the method of delivery of the Prize described in this Section 13 in the event that it is not possible due to any cause beyond the control of Reitmans. The Prize Winner’s name and/or photograph may appear on www.reitmans.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.

14. No cash, product substitution or prize equivalent will be permitted. The Prize cannot be combined or used in conjunction with any other contest or offer. The Prize must be accepted as is and cannot be redeemed for cash, prepaid cards, or gift cards of any kind, in whole or in part. No component of the Prize may be returned after pick-up or delivery, as applicable. No rain checks will be provided. No refund or compensation for any costs or expenses incurred by the Prize Winner will be made. Choices of styles, sizes, colours and types of products and merchandise which may be purchased with a gift card is subject to availability.
15. **There will be only one (1) Prize Winner in the Contest.** If, by reason of a typographical or other error, more 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.
16. All expenses related or incidental to the receipt and use of the Prize, including any and all surcharges, fees, taxes (federal, provincial or local), and any travel or transportation costs (whether ground, air or otherwise) will be the sole responsibility of the Prize Winner. Without limiting the generality of the foregoing, all fees, costs and expenses of any kind whatsoever not specifically stated herein to be the responsibility of Reitmans, will be the sole responsibility of the Prize Winner and no refund or compensation of any such fees, costs and expenses incurred by the Prize Winner will be made. The Prize and every component thereof is non-transferable, non-refundable and may not be reissued or revalidated in whole or in part.
17. 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 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.
18. 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 Prize Winner may be required to provide Reitmans with proof that he or she is the authorized account holder of the e-mail address associated with the winning entry or forfeit their Prize.

19. 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 Prize granted herein, including any and all losses, damages, rights, claims, costs, actions and causes of action with respect to the 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 Prize or any component thereof 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.
20. It is each entrant's sole responsibility to notify Reitmans in writing at the address indicated above if he or she changes their 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 Reitmans by the Entry Deadline.
21. For an additional set of the Rules and/or the Prize 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: Reitmans Customer Service.