

CELEBRATE YOUR LIFE WITH LAURA

RULES AND REGULATIONS

Eligibility

1. The contest is open to all legal residents of Canada, including the province of Quebec who have reached the age of majority in the province in which they reside, except those employees, agents or representatives of Laura Canada, their respective directors, officers, employees and their affiliated and associated companies, agents, contractors, its advertising and promotional agencies and members of their respective immediate families and cohabitants.
2. For residents of Quebec, any litigation respecting the conduct or organization of this contest may be submitted to the Régie des alcools, des courses et des jeux du Québec 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.
3. The contest is void where prohibited by law.

How to enter the contest

4. No purchase is necessary to enter the contest.
5. To enter the entrant being a friend or family member of a breast cancer survivor will submit in person to any LAURA, LAURA PETITES, LAURA PLUS or LAURA SUPERSTORE across Canada, a nomination letter of no more than 500 words describing an inspirational story about a female loved one who has survived breast cancer (the person nominated hereinafter being referred to as the "nominee").
6. Limit one nomination per entry letter and per entrant.

Deadlines

7. The contest begins as of Monday, June 16, 2008. All entries must be received by 23:59 Eastern Standard Time (EST) Sunday, July 13, 2008.

Draw

8. A LAURA CANADA representative will randomly draw three (3) entries from all of the entries received during the contest prior to the deadline.
9. The draw will take place on August 1st, 2008 at approximately 15:00 (EST) at Laura Canada's Head Office on 3000 Le Corbusier Boulevard, Laval, Quebec.
10. The nominees of the entries drawn (hereinafter referred to as the "winning nominee(s)") will be notified by telephone at the time of the draw. If a selected winning nominee cannot be reached within five (5) business days of the draw, or if, for any reason, a prize cannot be awarded, another contest entry will be randomly selected until the prize has been awarded.

Prize

There will be three (3) grand prizes with an approximate retail value of each prize package being six thousand dollars (\$6,000CDN). The point of departure may affect the actual value of the prize. The winning nominees will be entitled to the following:

- 1 round trip economy class air ticket to Montreal, Quebec;
- 2 nights' accommodation in Montreal, Quebec, including one room and applicable taxes;
- 1 night dinner with Laura representatives. On September 3rd the lunch and dinner will be included and on September 4th breakfast and lunch will be included;
- A one thousand dollar (\$1,000CDN) gift certificate which is to be spent in full that day at a LAURA, LAURA PETITES, LAURA PLUS or LAURA SUPERSTORE location;
- A hair and make-up make-over;
- A mini photo shoot in studio with a fashion photographer.

11. The trip does not include insurance of any kind including but not limited to cancellation, travel or medical insurance.
12. All hotel incidental charges, such as telephone, fax, Internet, room service, food and beverage charges during the winning nominees' stay except for prize component mentioned herein above and items of personal nature are not included.
13. The winning nominees are responsible for all ground transportation to and from the domestic, commercial airport nearest their home serviced by the airline carrier of our choice, and to and from the Montreal/Dorval Pierre-Elliott-Trudeau airport and the hotel.
14. Winning nominees must pay all applicable taxes (except for hotel and hotel room taxes which are part of the prize component), excess baggage, and all other costs not specified or provided for above.

Flight Arrangements

15. Flight arrangements will vary according to the winning nominee's starting point and flight schedules. No financial compensation will be offered if flight arrangements are not required or not used in whole or in part.
16. Departure must be from a major Canadian city where airport service is available to Montreal. Winning nominees must be available to travel on September 3rd to the 5th, 2008 and must have valid travel identity documents that may be required (driver's license, photo ID or passport) at time of departure. All flights are subject to the rules and regulations of the air carrier. Flight times and itineraries are subject to change.

17. Winning nominees are responsible for all departure tax/surcharges as well as any other applicable tax(es).

Publication

18. The winning nominees must agree that their name and photograph may be displayed on in-store signage, on www.lauracanada.com and in any publicity carried out and that Laura Canada shall be entitled to the use of their name and photograph, without payment.

General

19. By entering the contest, entrants agree to abide by contest rules and regulations and agree to be bound by them. The contest is subject to all applicable federal, provincial and local laws and regulations.
20. Upon entering this contest all entrants release Laura Canada and all its affiliated and associated companies and all its employees from any potential liability related to the prize or claiming of the prize. The winning nominees will be asked to sign a waiver of liability upon acceptance of the prize and to abide by all the contest rules applicable to them.
21. Each winning nominee must correctly answer a time-limited, mathematical skill-testing question to be administered by a representative of Laura Canada during a pre-arranged, mutually convenient telephone call.
22. No cash or prize substitution is allowed, except at the discretion of Laura Canada. If the prizes cannot be awarded due to actions or circumstances beyond the control of Laura Canada, substitute prizes of equal value will be awarded.
23. The odds of winning will depend on the number of entries received by the contest closing date. All prizes must be accepted as awarded and are not transferable or convertible to cash.
24. All entries are the property of Laura Canada and will not be returned to the entrants following the contest. No responsibility will be taken for entries lost, misdirected or delayed.
25. Rules and regulations are available in all Laura, Laura Petites, Laura Plus and Laura superstore locations across Canada as well as on www.lauracanada.com or by request to Celebrate Your Life With Laura 3000 Le Corbusier Boulevard, Laval, Quebec H7L 3W2 1.877.973.6090