



A handwritten signature in black ink, appearing to read "Liz Rodbell".

FOR IMMEDIATE RELEASE:

**LORD & TAYLOR ANNOUNCES FIRST CHARITY DAY TO SUPPORT WOMEN'S HEALTH
Partnership with WomenHeart: The National Coalition for Women with Heart Disease
a Key Component**

April 21, 2015 (NEW YORK, NY) – With Mother's Day approaching, Lord & Taylor is proud to announce an all-store Charity Day to celebrate the special women in everyone's life. Customers can to support organizations benefitting women's health and enjoy a special event on May 2 at every Lord & Taylor store.

"We're so pleased to celebrate Mother's Day at Lord & Taylor by supporting local women's health charities within our store communities," said Liz Rodbell, President, Hudson's Bay and Lord & Taylor. "WomenHeart provides a sense of community to women suffering with heart disease, and this is why we feel they are a great partner for this program."

With the purchase of a \$5 ticket, the customer receives a storewide savings pass of 20% off (some exclusions apply) and 10% cosmetics, plus two 30% off single item coupons. All proceeds from the \$5 ticket sales will benefit WomenHeart: The National Coalition for Women with Heart Disease and other women's health charities. Lord & Taylor will also contribute an overall program minimum donation of \$100,000 to these charities. Plus, Lord & Taylor will donate 1% of net proceeds from purchases made on lordandtaylor.com on May 2 to WomenHeart: The National Coalition for Women with Heart Disease. The \$5 tickets can be purchased at any Lord & Taylor store, or online at www.womenheart.org/LordandTaylor.

Heart disease is the leading cause of death in women, and WomenHeart: The National Coalition for Women with Heart Disease is the only national organization supporting women living with heart disease. Through education, advocacy and support, WomenHeart saves women's lives plus improves the health of communities nationwide.

"We're excited to partner with Lord & Taylor to raise awareness about heart disease as women's leading health threat and to empower all women to take charge of their heart health," said Mary McGowan, Chief Executive Officer of WomenHeart. "Our partnership with Lord & Taylor means that more women nationwide will receive the free life-saving services and resources necessary to live a heart healthy life," she continued. "We look forward to supporting women throughout the country as they strive for better heart health!" she added.

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About Hudson's Bay Company Department Store Group

Hudson's Bay Company, founded in 1670, is North America's longest continually operated company. Today, HBC offers customers a range of retailing categories and shopping experiences primarily in the United States and Canada. Our leading banners - Hudson's Bay, Lord & Taylor, Saks Fifth Avenue and Saks Fifth Avenue OFF 5TH - offer a compelling assortment of apparel, accessories, shoes, beauty and home merchandise. Hudson's Bay is Canada's most prominent

department store with 90 full-line locations, two outlet stores and thebay.com. Lord & Taylor operates 50 full-line locations primarily in the northeastern and mid-Atlantic U.S., four Lord & Taylor outlet locations and lordandtaylor.com. Saks Fifth Avenue, one of the world's pre-eminent luxury specialty retailers, comprises 39 U.S. stores, five international licensed stores and saks.com. OFF 5TH offers value-oriented merchandise through 80 U.S. stores and saksoff5th.com. Home Outfitters is Canada's largest kitchen, bed and bath specialty superstore with 68 locations. Hudson's Bay Company trades on the Toronto Stock Exchange under the symbol "HBC".

About WomenHeart: The National Coalition for Women with Heart Disease

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient-centered organization serving the 43 million American women living with or at risk for heart disease – the leading cause of death for women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support network for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, healthcare professionals, and health advocates, all committed to helping women live longer, healthier lives. To join or donate, visit www.womenheart.org.

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