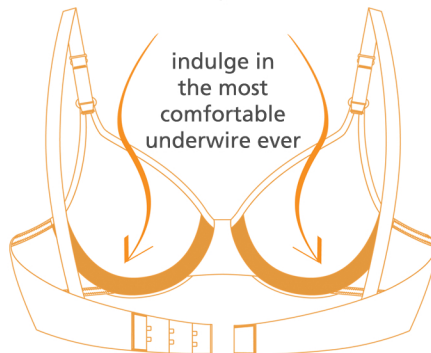




RECEIVE

\$5 OFF

your purchase of any regular priced Warner's®
This Is Not A Bra™ at a Bay location near you!



To The Retailer:

Receipt of this coupon is applicable towards \$5 off the purchase price of This Is Not A Bra™ product. Redeemable only at The Bay. One e-coupon per purchase of This Is Not A Bra™ merchandise. Application for redemption on any other basis may constitute fraud and will, at our option, void coupon presented.

To The Consumer:

To redeem, please print this coupon and surrender it to the cashier. Limit one coupon per transaction. HBC may dishonour and confiscate any coupon which in its sole opinion has been copied, altered, forged or obtained through unauthorized sources. This coupon has no cash value. All applicable taxes are payable on the full value of your purchase prior to the application of this coupon (as GST, HST and QST, where applicable, are included in the face value of this coupon). Refunds for purchase(s) made using this coupon will be reduced up to the value of the coupon as indicated on the sales receipt.

Promotion Dates:

Valid from July 5th, 2010 to December 31st, 2010. E-coupons have no cash value. Void if reproduced, altered, transferred or exchanged in any way.

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POS Procedures:

Scan all applicable merchandise and press 'SUB_TOTAL'
Press 'TOTAL' and apply any transaction level discount (if applicable) If customer's purchase qualifies, scan/key \$5 coupon barcode.

GLP Procedures:

In GLP choose line type "Coupon-Bay Bar-Coded coupons (4515)" in the NCT window.