

For Immediate Release

CANADIAN-MADE ECO-FRIENDLY GIFT WITH PURCHASE A BONUS FOR HOLIDAY SHOPPERS AT BAY STORES ACROSS CANADA

Toronto: December 4, 2008 ...It's a little bit of environmental innovation wrapped up and ready to hang on the Christmas tree ... two free samples of Eucalan in a stylish organza sachet ... given away for every Haggar women's fashion item purchased at The Bay starting December 10, 2008.

Eucalan is a Canadian-made, no-rinse, toxin and phosphate-free, delicate wash laundry product for fine washables that offers consumers a simple way to help protect the environment by saving on water and energy. Whether washing a few 'smalls' in the sink or doing a full load in the washing machine (front or top loaders), the benefit of not having to rinse or use the rinse cycle is a real bonus for consumers. Available in sweet smelling essences of lavender, grapefruit, eucalyptus, and natural non-scented, Eucalan keeps fine and delicate washables looking fresh and new.

The Eucalan gift with purchase promotion affirms corporate environmentally-conscious platforms between like-minded organizations and underlines The Bay's overall 'Global Mind'* marketing strategy.

**At HBC, we understand that every one of us has a role to play in creating the kind of world we want to live in and pass on to our children. The possibilities are boundless when we act with a Global Mind.*

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