

Tell Barneys Customer Feedback Survey Drawing:

Runs: 10/1/2010 – 12/31/2010

Official Rules:

NO PURCHASE NECESSARY to enter or win. Making a purchase will not increase your chances of winning. Void where prohibited by law.

Who may enter: Drawing is open to legal residents of the 50 United States and the District of Columbia who are 18 years or older at time of entry. Only entrants who take the survey are eligible to enter the Drawing. The following persons are not eligible to enter the Drawing: (a) employees of Barneys New York (the "Sponsor"), its affiliates or subsidiaries, (b) employees of any organizations directly involved with this Drawing, (c) immediate family members and persons living in the same household as the persons identified in (a) or (b) above.

How to enter: Check the bottom of any Barneys New York receipt and either go to the link or call the 800 number to complete the survey. Enter your email address at the end of the survey to complete your entry. One entry per person. Contest is open to U.S. residents, 18 years or older at time of entry, except employees (and their families) of Barneys New York (the Sponsor) or its affiliates. Deadline for entry is December 31, 2010 at 11:59pm ET, void where prohibited. Sponsor will not be responsible for lost, late, incomplete, stolen, illegible, or misdirected entries due to any reason. Entries submitted using any kind of bot or automated technology will be deleted.

Prizes and approximate retail values ("ARV"): There will be five (5) grand prize winners. The Grand Prize winner will receive a \$1,000 Barneys New York gift card. Total value of each Grand Prize equals \$1,000. Total value of total Grand Prizes equals \$5,000.

Taxes: All federal, state and/or local income and other taxes, if any, are the winner's sole responsibility.

Odds of Winning: The odds of winning this Promotion depend on the number of eligible entries received.

No Prize Transfer or Substitution: No prize or any portion thereof is transferable or redeemable for cash. Any portion of the prize that is not used is forfeited. No substitutions for prize except by Sponsor. If for any reason any prize is not available to be awarded, Sponsor's sole liability shall be to provide a gift card in the amount of the ARV set forth in these Official Rules for such item or items.

Winner Selection: The winner will be selected by random drawings on or about 1/15/2011 from among all eligible entries received. Random drawing will be conducted by the General Counsel of Barneys New York and General Counsel's decisions are final and binding in all matters related to the Drawing.

Notification and Verification of Winners: Potential winner will be notified by email address provided when entering Drawing. (In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address). Prize winner will be required to sign and return an affidavit of eligibility and liability release and, where permitted, a publicity release within 10 days of date printed on notification letter or the prize shall be forfeited and randomly awarded to an alternate winner. If a winner is deemed a minor in his or her state of primary residence, the prize will be awarded in the name of winner's parent or legal guardian who will be required to execute and return Affidavit/Release on minor's behalf. If any prize notification letter is returned as undeliverable or if a prize is forfeited, it will result in disqualification, and the prize will be awarded to an alternate winner in a separate random drawing. Prizes will be awarded within forty-five (45) days of winner verification. Prizes may not be substituted or transferred except at the sole discretion of Sponsor.

Winners List: To receive the name of the winner (available after 1/15/2011), please send a self-addressed stamped envelope to: Winners- TellBarneys.com, c/o Customer Service Team- 575 5th Avenue, 11th Floor, NY, NY 10017. Sponsor is located at 575 Fifth Avenue, New York, NY 10017.

Privacy: Sponsor will be collecting personal data about entrants in accordance with Sponsor's privacy policy. Please review the Sponsor's privacy policy at Barneys.com and Barneyscoop.com. By participating in the Drawing, you agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's privacy policy.

Limitation of Liability: By entering, participants release and hold harmless Sponsor, its parent, subsidiary and affiliated companies, respective subsidiaries, directors, officers, employees and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this Drawing or acceptance or use of any prize won.

Miscellaneous conditions: The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor 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 participant's or any other person's computer relating to or resulting from participation in this Drawing or downloading any materials in this Drawing. If for any reason this Drawing is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Drawing, the Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel, terminate, modify or suspend the Drawing. Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Drawing.