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Hudson's Bay Company Appoints Ed Burstell as Head of Partnerships, HBC

TORONTO & NEW YORK--(BUSINESS WIRE)-- Hudson's Bay Company (TSX: [HBC](#)) today announced the appointment of Ed Burstell as Head of Partnerships. In this newly created position, Mr. Burstell will develop and lead partnerships to drive innovative and exclusive offerings across all of HBC's banners globally. The appointment is effective December 5th, and Mr. Burstell will report to HBC's CEO Jerry Storch as a member of his senior leadership team.

"HBC is focused on innovation, collaboration and developing unique partnerships as part of our strategy to differentiate. Ed's roster of successful launches and collaborations, matched with his reputation as a true arbiter of fashion, makes him the obvious choice to lead this new division for Hudson's Bay Company," said Hudson's Bay Company CEO Jerry Storch.

"I am thrilled to join Hudson's Bay Company, especially during this time of global expansion, growth in North America, and industry-leading developments across platforms. I am looking forward to building a partnership platform that delivers exceptional innovation to customers across HBC's banners, which will contribute to the evolution of one of the most exciting retailers in the world," stated Mr. Burstell.

Mr. Burstell joins HBC after eight years with Liberty of London. He was instrumental in revitalizing the brand through innovative partnerships, including Liberty of London's first-ever collaborations and pop-up shops with Hermes and Manolo Blahnik as well as collaborations with Nike and Uniqlo. These initiatives led by Mr. Burstell have contributed to Liberty of London's double-digit year-over-year growth. Previously, Mr. Burstell was a senior vice president of Accessories, Footwear, Fine Jewelry, Designer Jewelry, Cosmetics and Fragrance at Bergdorf Goodman. Before that, he was general manager of Henri Bendel.

About Hudson's Bay Company

Hudson's Bay Company is one of the fastest-growing department store retailers in the world, based on its successful formula of driving the performance of high quality stores and their all-channel offerings, unlocking the value of real estate holdings and growing through acquisitions. Founded in 1670, HBC is the oldest company in North America. HBC's portfolio today includes ten banners, in formats ranging from luxury to premium department stores to off-price fashion shopping destinations, with more than 470 stores and 66,000 employees around the world.

In North America, HBC's leading banners include Hudson's Bay, Lord & Taylor, Saks Fifth Avenue, Gilt, and Saks OFF 5TH, along with Find @ Lord & Taylor and Home Outfitters. In Europe, its banners include GALERIA Kaufhof, the largest department store group in Germany, Belgium's only department store group Galeria INNO, as well as Sportarena.

HBC has significant investments in real estate joint ventures. It has partnered with Simon Property Group Inc. in the HBS Global Properties Joint Venture, which owns properties in the United States and Germany. In Canada, it has partnered with RioCan Real Estate Investment Trust in the RioCan-HBC Joint Venture.

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Hudson's Bay Company

Media Contacts:

Andrew Blecher, 646-802-4030

SVP, Corporate Communications & Public Relations

andrew.blecher@hbc.com

or

Jen Vargas, 646-802-2952

VP, Corporate Communications

jen.vargas@hbc.com

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