



## **BIG M EDGE SCRATCH & WIN PROMOTION**

### **CONDITIONS OF ENTRY**

1. Information on how to enter and details of the prizes form part of these Conditions of Entry (**Conditions**). Entry into the Big M Edge Scratch & Win promotion (**Promotion**) is deemed to be an acceptance of these Conditions.
2. Promotion commences 12.01am (AEDT) 1 May 2009 and ends on the earlier of:
  - (1) the time at which all stocks of Big M Edge Scratch and Win Cards (**Scratch and Win Cards**) are exhausted; and
  - (2) 11.59pm (AEDT) on 30 April 2010 (**Promotion Period**).
3. All Scratch and Win Cards must be redeemed by 30 April 2010.
4. Entry is open to Australian residents only. Employees (and their immediate families) of the Promoter, or agencies or companies associated with this Promotion, are ineligible to enter.

#### **How to enter**

5. To enter:
  - (1) simply purchase any Big M Edge 500mL product (**Promotion Product**) from a participating outlet during the Promotion Period and while stocks of Scratch and Win Cards last at that outlet;
  - (2) collect your Scratch and Win Card; and
  - (3) scratch the Scratch and Win Card to reveal if you are an instant winner.
6. There will be 720,000 Scratch and Win Cards printed and distributed for this Promotion. Each participating outlet will be given 240 Scratch and Win Cards. At each participating outlet there is a 1 in 10 chance of winning a Prize. Participating outlets can be identified by the display of in-store advertising material in relation to the Promotion.
7. Consumers may participate in the Promotion more than once. However, they must purchase a new Promotion Product from a participating outlet during the Promotion Period, and while stocks of Scratch and Win Cards last at that outlet, to receive a new Scratch and Win Card.

#### **Prizes**

8. The prizes are 72,000 Big M Edge 500mL (**Prize**).
9. If you are an instant winner, you can collect your Prize by presenting your winning Scratch and Win Card to the sales assistant from the participating outlet from which you purchased your Promotion Product.



10. Each Prize is valued at \$3.75 (incl. GST).
11. The total prize pool is valued at \$270,000 (incl. GST).
12. The value of the Prizes is accurate at the date of commencement of the Promotion. The Promoter accepts no responsibility for any variation in the value of the Prizes after that date. The Prizes cannot be transferred, exchanged or redeemed for cash. Where a Prize is unavailable, the Promoter retains the right to substitute the Prize with a Prize of equal or greater value.

### **General Conditions**

13. Printing errors and other quality control matters will not be used as a reason for refusing to award a Prize.
14. Unless due to fraud or ineligibility under these Conditions, all Prize claims in excess of the advertised prize pool will be honoured.
15. The Promoter's decision is final, and no correspondence will be entered into.
16. The Promoter and attendants of participating outlets reserve the right to validate and check the authenticity of entries and Scratch and Win Cards. Any Prize claim made with a stolen, forged, mutilated or tampered with Scratch and Win Card will be deemed void.
17. The Promoter and its associated agencies or companies accept no responsibility for lost, late, stolen, damaged or misdirected Scratch and Win Cards.
18. If for any reason this Promotion is not capable of running as planned, the Promoter reserves the right, in its absolute discretion, to modify the terms of the Promotion including the Prizes and these Conditions, subject to the approval of the gaming authorities in each State (where relevant).
19. Any tax liability arising as a result of accepting any Prize is the responsibility of the winner.
20. The Promoter and its associated companies and agencies will not be liable for, and by receiving, taking or using any Prize each winning entrant is deemed to release the Promoter and its associated companies and agencies from, any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or any personal injury suffered or sustained as a result of receiving, taking or using any Prize except for any liability which cannot be excluded by law. The Promoter holds the benefit of this clause on its own behalf and as trustee for its associated companies and agencies.
21. All Scratch and Win Cards used to claim a Prize become the property of the Promoter.
22. The Promoter is National Foods Australia Pty Ltd (ABN 68 083 019 390) of 737 Bourke Street Docklands, Victoria 3008. Telephone number 1800 677 852.
23. Authorised under ACT Permit No. 09/01161, VIC Permit No. 09/1121, NSW Permit No. LTPS/09/02902 SA Licence No. T09/729.