

## Findus Burger Promotion - Terms and Conditions

1. The Findus Cooked Beef Burger range is Made in Australia using 100% Australian Beef. Support the local economy.
2. Information on how to enter and prizes form part of the conditions of entry. Entry into the competition is deemed acceptance of these terms and conditions.
3. Entry is open to Australian residents only ("Eligible Entrants"). The competition is not open to employees of Markwell Foods, their agents, contractors, consultants, their families (including de facto spouses) or to other persons assisting with the competition.
4. The promoter is Markwell Foods of Suite 1, Level 3, 551 Pacific Highway St Leonards NSW 2065, ABN 48 067 856 133 ("Promoter").
5. The promotion commences on Wednesday 15 April 2009 at 00.01am (AEDT) and concludes on Friday 30 October 2009 at 11.59pm (AEDT). ("Promotion Period").
6. To be eligible to win, entrants must:
  - Log onto <http://www.markwellfoods.com.au>
  - Register their details including (but not limited to) first name, last name, Business name, business type, e-mail address, contact number, and postcode.
  - Be able to provide proof of purchase of one of the Findus Cooked Beef Burger products.
7. Entrants under the age of 18 must obtain the prior permission of a parent or guardian over the age of 18 to enter.
8. The Promoter reserves the right to request winners provide proof of identity, proof of residency in order to claim a prize. Proof of identification, residency considered suitable for validation is at the discretion of the Promoter. In the event that a winner cannot provide suitable proof, the winner will forfeit the prize in whole and no substitute will be offered.
9. The Promoter reserves the right to verify the validity of entries and to disqualify any entry which, in the opinion of the Promoter, includes objectionable content, profanity, potentially insulting, defamatory statements, disqualify any entrant who tampers with the entry process, who submits an entry that is not in accordance with these Terms & Conditions, or who has, in the opinion of the Promoter, engaged in entering the Promotion which is fraudulent, misleading, deceptive or generally damaging to the goodwill or reputation of the promotion and/ or Promoter.
10. Incomplete entries are not eligible to win. The Promoter accepts no responsibility for misdirected, lost, or late entries or delays in the delivery of the entry due to technical disruptions, network congestion, or any other reason.
11. The prizes are not transferable, divisible or exchangeable and cannot be redeemed for cash. The Promoter reserves the right to supply an alternative prize of similar monetary value. The judge's decision is final and no correspondence will be entered into.
12. The Promoter and its associates or competition partners will not be held liable for any loss, damage or injury which results directly or indirectly from the competition, except that which cannot be excluded by law.
13. The prizes for the Competition are:

There is one (1) major prize ("Major Prize") per Region. Regions are defined as:

  - a. Queensland,
  - b. New South Wales and Australian Capital Territory,
  - c. Victoria and Tasmania,
  - d. Western Australia, South Australia and the Northern Territory

The Major Prize per region is a choice of one (1) of the following:

  - a. Return economy flights for two, return limousine transfers to hotel/ airport, 2 nights accommodation at the Palazzo Versace Hotel on the Gold Coast, full buffet breakfast, hot air balloon flight for 2 adults. This

prize is valued up to \$2500 depending on the date that the prize is claimed. Black out periods and certain hotel restrictions may apply. The prize must be claimed, booked and completed by the winner and travel companion between 2 January 2010 and 31 March 2010.

- b. Return economy flights for two, return limousine transfers to hotel/ airport, 2 nights accommodation at the Sheraton on the Park Hotel in Sydney, full buffet breakfast, a Captain's Club dinner cruise on Sydney Harbour. This prize is valued up to \$2500 depending on the date that the prize is claimed. Black out periods and certain hotel restrictions may apply. The prize must be claimed, booked and completed by the winner and travel companion between 2 January 2010 and 31 March 2010.
- c. Return economy flights for two, return transfers to hotel/ airport, 2 nights accommodation at the Cable Club Beach Resort in Broome, full breakfast, a Roebuck Bay sunset tour. This prize is valued up to \$2500 depending on the date that the prize is claimed. Black out periods and certain hotel restrictions may apply. The prize must be claimed, booked and completed by the winner and travel companion between 2 January 2010 and 31 March 2010.
- d. Return economy flights for two, return limousine transfers to hotel/ airport, 2 nights accommodation at the Langham Hotel in Melbourne, full buffet breakfast, a Colonial tram car dinner for 2 adults. This prize is valued up to \$2500 depending on the date that the prize is claimed. Black out periods and certain hotel restrictions may apply. The prize must be claimed, booked and completed by the winner and travel companion between 2 January 2010 and 31 March 2010.

There are a number of secondary prizes ("Minor Prizes"). The Minor Prizes include:

- a. A total of five (5) 8Gb iPod Touch products per Region. Total value of these prizes per Region is \$1,555.
  - b. One (1) Panasonic DMC-FS3 digital still camera per Region. Total value of this prize per Region is \$198.
14. Total prize pool is up to \$17,012
  15. The Major Prizes must be taken between the dates specified in *clause 13* and are subject to flight and hotel availability. The Major Prizes are not available during peak times such as school holidays and public holidays and cannot be changed once bookings have been made. Travel and accommodation will be arranged by Markwell Foods after consultation with the Major Prize winners.
  16. Unless expressly stated in these terms and conditions the winner/s (and their companion) is/are responsible for all other expenses including spending money, meals (unless specified), drinks, transfers (unless specified), laundry charges, activities (unless specified), incidentals, taxes (including departure taxes), energy surcharges, gratuities, services charges, travel insurance and all other ancillary costs. Travel insurance is highly recommended to protect against the additional costs incurred in the event of unforeseen circumstances.
  17. The winner/s and travelling companions must travel at the same time, must depart from the same capital city and are responsible for transport from their residence to their nearest capital city for flight departure (Sydney, Melbourne, Brisbane, Adelaide or Perth).
  18. In consideration for the Promoter awarding the prize to the winner(s), the winner(s) hereby permits the winners' image to appear in connection with Markwell Foods or the marketing or advertising thereof, in any media whatsoever throughout the world and the winner(s) will not be entitled to any fee for such use.
  19. All entries become the property of the Promoter. All entries will be entered into a database and the Promoter may use the entrant's names, addresses, and telephone numbers for future promotional and marketing purposes. By opting-in, entrants

confirm that they allow their details to be used for this purpose. If entrants no longer consent to their details being used for future marketing purposes, the entrant should contact the Promoter at the details supplied in *clause 4*. Any request to update, modify or delete the entrant's details should be directed to the Promoter.

20. In the event that for any reason whatsoever a winner does not take an element of the prize at the time stipulated by the Promoter then that element of the prize will be forfeited by the winner and cash will not be awarded in lieu of that element of the prize.
21. Each valid entrant who has entered the competition over the duration of the promotional period will be entered into the draw. Four (4) valid entrants will be drawn at random to become eligible Major Prize winners. This draw will take place at Markwell Foods, Level 3 551, Pacific Highway St Leonards, on Wednesday 4 November 2009 at 11.00am (AEDT). The eligible Major Prize winners will be notified in person within 2 days of the draw taking place and subject to *clause 6* will be declared the Major Prize winner(s). Winners of prizes over \$500 will be published on the Markwell Foods website ([www.markwellfoods.com.au](http://www.markwellfoods.com.au)) on Tuesday 10 November 2009. Subject to State Regulation Major Prize winners will also be contacted by mail.
22. Minor Prize draws will be conducted throughout the Promotion Period. Each valid entrant who has entered the competition over the duration of the promotional period will be entered into the draw. These draws will take place at Markwell Foods, Level 3 551, Pacific Highway St Leonards, on the dates shown below. The eligible Minor Prize winners will be notified in person within 2 days of the draw taking place and subject to *clause 6* will be declared a Minor Prize winner. Winners of prizes over \$500 will be published on the Markwell Foods website ([www.markwellfoods.com.au](http://www.markwellfoods.com.au)) on the dates shown below. Subject to State Regulation Minor Prize winners will also be contacted by mail.

<b>Draw</b>	<b>Date</b>	<b>Winners contacted</b>	<b>Online publication</b>
1	Wednesday 1 July 2009 at 11.00am (AEDT)	Friday 3 July 2009	Tuesday 7 July 2009
2	Monday 3 August 2009 at 11.00am (AEDT)	Wednesday 5 August 2009	Friday 7 August 2009
3	Tuesday 1 September 2009 at 11.00am (AEDT)	Thursday 3 September 2009	Monday 7 September 2009
4	Tuesday 6 October 2009 at 11.00am (AEDT)	Thursday 8 October 2009	Monday 12 October 2009

23. Subject to State Regulation, an unclaimed prize draw will take place at Markwell Foods, Level 3 551, Pacific Highway St Leonards, on Monday 7 December 2009 at 11.00am (AEDT).

Authorised under NSW permit no: LTPS/09/02870, ACT permit no: TP 09/01276.