

SUNNY QUEEN FARMS PANCAKE DAY PROMOTION

CONDITIONS OF ENTRY

1. Information on how to enter, mechanics of entry and the travel prize form part of these Conditions of Entry. Entry into the promotion is deemed acceptance of these Conditions of Entry. Entry is via mail only.
2. Entry is only open to residents of Australia aged 18 years or older (**Entrants**). The directors, management and employees (and their immediate families) of the Promoter, its related entities, printers, suppliers, providers and agencies whom are directly associated with the conduct of this promotion are ineligible to enter the promotion.
3. The promotion starts at 12:01am (AEDT) on **6/2/2012** and ends at 11:59pm (AEDT) on **4/3/2012** (**Promotional Period**). Final entries must be received by the Promoter by last mail on **7/3/2012**.
4. To enter the promotion, Entrants must, during the Promotional Period:
 - a. for all Entrants excluding WA Entrants, purchase from a participating Woolworths store any one (1) dozen Sunny Queen egg carton AND any one (1) 2L Pauls Milk product (together, an **Eligible Purchase**). For WA Entrants only, an eligible purchase is any one (1) dozen Sunny Queen egg carton from a participating Woolworths store (also, an **Eligible Purchase**) and WA Entrants are not required to purchase any one (1) 2L Pauls Milk product;
 - b. obtain one (1) official entry form from the participating Woolworths store and fully and correctly complete the official entry form in the manner required, including providing the Entrant's full name, residential address, current and valid email address and contact telephone number. Entrants must also provide an answer in twenty-five (25) words or less to the promotional question: "Where is your favourite place to wake up on the sunny side?" and attach to the official entry form a photocopy of the original purchase receipt; and
 - c. mail the completed entry form (together with the photocopy of the original purchase receipt) in a stamped envelope to 'Sunny Queen Farms Pancake Day Promotion, PO Box 3193, Prahran East VIC 3181'. All entries must be received by the Promoter by last mail on **7/3/2012** to be eligible.
5. Only one (1) entry per person per calendar day permitted. Each entry must be based on a separate Eligible Purchase and must contain a substantially unique and original answer to the promotional question. Any subsequent entry after the first valid entry is received for a calendar day will be deemed invalid. Entries must be submitted separately and must independently comply with these Conditions of Entry.
6. Each Entrant must retain the original purchase receipt and will be required to provide a photocopy of the purchase receipt for each Eligible Purchase made during the Promotional Period. An Entrant will be required to provide to the Promoter proof of purchase for all entries made in order to claim the travel prize and this may include showing the original purchase receipt to the Promoter. If an Entrant is unable to provide proof of purchase for all entries made within the required timeframes, then all the entries of that Entrant will be ineligible and deemed invalid. Purchase receipts must clearly specify the participating Woolworths store where the Eligible Purchase was made and that the Eligible Purchase was made during the Promotional Period but prior to entry.
7. Entry forms submitted must be original and photocopies or images of entry forms will not be accepted. Incomplete, ineligible or incomprehensible entries will be deemed invalid. Entries

received will be considered final by the Promoter. The Promoter accepts no responsibility for late, lost or misdirected entries.

8. All valid entries will be judged by a panel of appropriately qualified judges by **9/3/2012** at Level 1, 544 High Street, Prahran VIC 3181 to determine one (1) winner judged to be the best from all eligible entries received. All eligible entries will be judged on a basis of originality and creative merit of their answer to the promotional question. This is a game of skill and chance plays no part in determining the winner. The winner will be notified in writing and published on www.sunnyqueen.com.au by **16/3/2012**. All reasonable steps to notify the winner of the results of the judging will be taken by the Promoter. Judges' and the Promoter's decisions are final and no correspondence will be entered into.
9. The best entry judged from all eligible entries received will win one (1) travel prize for two (2) adults and two (2) children to any location in Australia, valued at up to **\$20,000.00**. The travel prize must be booked within twelve (12) months of judging, otherwise the travel prize is forfeited. The travel prize is to be arranged by a licensed travel agent nominated by the Promoter.
10. Redemption of the travel prize is subject to availability and may be dependent on travel class availability, specific room category availability and travel 'blackout' periods applying (including school holidays and public holidays). All components of the travel prize must be taken together and when offered or are forfeited. The winner and their travel companions must travel together and depart from and return to the same departure point. The winner and their travel companions may not accrue frequent flyer points. Any extension or variation of the travel and/or accommodation dates once booked will be at the cost and responsibility of the winner and their travel companions. Use of the travel prize and any passes or vouchers issued as part of the travel prize may be subject to prevailing travel prize supplier terms and conditions of use. The travel prize cannot be used in conjunction with travel discounts or special offers.
11. All additional costs not expressly stated, but which may be incurred in acceptance and use of the travel prize, are the responsibility of the winner and their travel companions. Such additional costs may include, but are not limited to, meals, beverages, room service, telephone calls, laundry services, spending money, transport to and from airport departure point, other transfers, taxes including arrival and departure taxes but excluding airfare related taxes and charges (if applicable), insurance and travel insurance. Winner may be required to present a credit card at time of accommodation check-in.
12. Taking the travel prize is subject to any prevailing terms and conditions of any accommodation/transport/services/transfers/travel insurance or tour providers, and in particular, health, behaviour, age and safety requirements. No compensation will be payable if the winner or their travel companions are unable to use any element of the travel prize as stated for whatever reason, including refusal of entry or departure into or out of the travel destination or participation in certain activities for health, age, behaviour or safety reasons. Any part of a travel prize, including but not limited to any unused prize value, that is not taken or used for any reason is forfeited.
13. Total maximum travel prize value is up to **\$20,000.00**. The travel prize is not transferable or exchangeable and cannot be taken as cash. The travel prize must be taken as offered and cannot be varied. The Promoter accepts no responsibility for any tax implications that may arise from the travel prize winnings. Independent financial advice should be sought.
14. Entrants can only enter in their own name. Entrants who provide incorrect, misleading or fraudulent information are ineligible to participate in the promotion and all entries of an Entrant who is deemed by the Promoter to have provided incorrect, misleading or fraudulent information may, at the discretion of the Promoter, be deemed invalid. The Promoter reserves the right to request the Entrant produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm the

Entrant's identity, age, residential address, eligibility to enter and claim the travel prize, and any information submitted by the Entrant in entering the promotion, before issuing the travel prize. If the documentation required by the Promoter is not received by the Promoter (or its nominated agent) or an Entrant or entry has not been verified or validated to the Promoter's satisfaction then all the entries of that Entrant will be ineligible and deemed invalid.

15. The Promoter reserves the right to request the winner's travel companions produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm the travel companions' identity and age before issuing the travel prize.
16. It is a condition of accepting the travel prize that the winner and their travel companions be required to sign a legal release or releases in a form determined by the Promoter in its absolute discretion.
17. The Promoter reserves the right, at any time, to verify the validity of entries and Entrants (including an Entrant's identity, age and place of residence) and to disqualify any Entrant who submits an entry that is not in accordance with these Conditions of Entry or who tampers with the entry process. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
18. The Promoter reserves the right to disqualify any Entrant for submitting an entry which, in the opinion of the Promoter, includes objectionable content, including but not limited to profanity, nudity, potentially insulting, scandalous, inflammatory or defamatory images or language.
19. All entries submitted become the property of the Promoter. Entries will not be returned to any Entrant. As a condition of entering this promotion, each Entrant licences the Promoter to use their entry in any media for an unlimited period for any reason including but not limited to future promotional, marketing or publicity purposes. Each Entrant warrants to the Promoter that each entry submitted is an original literary work of the Entrant that does not infringe the rights of any third party. Any entry that contains content which the Promoter considers to be disparaging to its products and/or services will not be accepted as an eligible entry into the promotion. Entrants agree to indemnify the Promoter against all costs and claims by third parties arising from a breach of this warranty. Entrants consent to any use of their entry which may otherwise infringe their moral rights pursuant to the Copyright Act 1968 (Cth).
20. If the travel prize becomes unavailable, for any reason beyond the Promoter's reasonable control, then a comparable prize of equal or greater value will be awarded in lieu.
21. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any Entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
22. As a condition of entering this promotion, an Entrant consents to, in the event they are the winner, the Promoter using the Entrant's entry, name, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period of time without further notification, remuneration or compensation for the purpose of promoting, publicising or marketing the promotion (including any outcome), and/or promoting any products or services manufactured, distributed and/or supplied by the Promoter. Each Entrant consents to the Promoter having an unfettered right to modify or alter their entry in any manner in its sole discretion. The Entrant agrees that, in the event they are the winner, the Entrant will participate in all reasonable promoted activities in relation to the promotion as requested by the Promoter and its agents.

23. Nothing in these Conditions of Entry limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia (**Non-Excludable Guarantees**). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.
24. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or travel prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in travel prize value to that stated in these Conditions of Entry; (e) any tax liability incurred by the winner or Entrant; or (f) use of the travel prize.
25. The Promoter collects personal information in order to conduct the promotion and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors, service providers, travel prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this information. The Promoter may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the Entrant. Entrants should direct any request to opt out, access, update or correct information to the Promoter. All entries become the property of the Promoter.
26. **Promoter:** Sunny Queen Pty Limited (ABN 31 060 702 034) of 104 Mica Street, Carole Park QLD 4300.