

“BAILEYS CHILL AND WIN” MAJOR PRIZE DRAW AND INSTANT WIN PROMOTION

HOW TO ENTER

1. To be eligible to enter, individuals must purchase any specially marked 1ltr, 700ml, 375ml or 200ml bottle of Baileys Original, Baileys with a hint of Mint Chocolate, Baileys with a hint of Crème Caramel or Baileys with a hint of Coffee from any participating retail outlet nationally between 03/08/09 and close of business on 31/10/09.
2. Entrants must then place the bottle in the fridge. Once the bottle is chilled (below 8 degrees Celsius), the bottle will reveal a promotional code. To enter, individuals must then visit **www.winahomecinema.com**, follow the prompts to the competition entry page, input the requested details including a valid email address and the promotional code found on the “Chill and Win” sticker and submit the fully completed entry form. All valid entries received will be automatically placed into the major prize draw. In addition to entry into the major prize draw, all valid entries received during the Promotion Period will automatically be eligible to win one (1) of five (5) “instant win” prizes. Each entrant will be notified instantly online whether or not they have won an instant win prize. Entries close at 11:59pm AEDST on 31/10/09.

TERMS AND CONDITIONS

1. Information on how to enter and prizes form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Entry is only open to Australian residents aged 18 years or over.
3. Employees (and their immediate families) of the Promoter, participating retailers and agencies associated with this promotion are ineligible to enter. Immediate family means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
4. 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 Terms and Conditions 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.
5. Incomplete, indecipherable or illegible entries will be deemed invalid.

6. Multiple entries permitted, subject to the following: (a) only one entry permitted per specified purchase requirement; (b) each entry must be submitted separately and in accordance with entry requirements; (c) only one entry per email address per day; (d) only one entry per person per day; (e) only one entry permitted per promotional sticker; and (f) unrecognised codes will be deemed invalid.
7. Entrants must retain a copy of their purchase receipt(s) and the original "Chill and Win" sticker, clearly showing the promotional code used to enter, for all entries as proof of purchase. Failure to produce the proof of purchase for all entries when requested may, in the absolute discretion of the Promoter, result in invalidation of ALL of an entrant's entries and forfeiture of any right to a prize. Purchase receipt(s) must clearly specify the store of purchase and that the purchase was made during the Promotion Period but prior to entry.
8. If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.
9. Promotion commences on 03/08/09 and ends at 11.59pm AEDST on 31/10/09 ("Promotion Period"). All claims for instant prizes and entries into the major prize draw must be received by 11:59pm AEDST on 31/10/09. The major prize draw will be drawn electronically at Traction (a subsidiary of Mass Media Studios), Level 4, 68-72 Wentworth Avenue, Surry Hills, NSW 2010 on 03/11/09 at 10am AEDST.
10. Winners of the instant win prizes will be notified immediately on the website and by email. Winners' names will be published in the Australian on 09/11/09.
11. The Promoter's decision is final and no correspondence will be entered into.
12. There are 5 instant win "BeoVision Minor Prize Packs" to be won during the Promotion Period. Each BeoVision Minor Prize Pack is valued at up to \$14,040 each and consists of: one (1) x BeoVision 8-40" Television, one (1) x pair of BeoLab 6000 floorstanding active loudspeakers, all cables, delivery and installation.
13. All valid entries received will be automatically placed in the major prize draw. The first valid and correct entry drawn in the major prize draw will win a Home Cinema System prize pack valued at up to \$106,722. The Home Cinema System consists of:
 - One (1) BeoVision 9 - 50" FHD plasma television with integrated centre speaker and HDD;
 - One (1) BeoCenter 2 – DVD/CD Master;
 - One (1) BeoCenter 2 Table Stand;
 - One (1) pair of BeoLab 5 self-calibrating 2,500W loudspeakers;
 - Two (2) pairs of BeoLab 3 loudspeakers (for the rear and the side)
 - Four (4) floor stands for the BeoLab 3 speakers;
 - One (1) BeoLab 2 Active Subwoofer;

- One (1) Beo5 Remote Control;
- One (1) A9 Keyring (includes mini Home Cinema remote control);
- Four (4) A8 Earphones;
- All cables; and
- Delivery and installation

The major prize pack also includes a five (5) year subscription to BigPond Movies (valued at \$1,147) and twelve (12) x 700ml bottles of Baileys (valued at \$420).

The BigPond Movies subscription prize entitles the major prize winner to rent a maximum of ten (10) DVDs per month with a maximum of three (3) DVDs at a time for five (5) years. The five (5) year period will start as soon as the major prize winner registers at the Baileys / BigPond Promotional Microsite.

To activate the BigPond Movies DVD subscription prize, the major prize winner must go to <http://dvd.bigpondmovies.com/promotions/baileys> and enter their BigPond code in the field provided, and follow the prompts to sign up for the BigPond rental subscription account. The winner must provide their credit card details at time of registration. The winner will need to create a list of nominated movies to watch. The winner's DVDs will be sent to the winner's nominated address via post free of charge. The winner must send back the movies in the reply paid envelope provided and once those movies are received by BigPond the next 1-3 movies on the winner's list will be sent out, provided they have not exceeded their monthly allowance. Within seven (7) days prior to the end of the major prize winner's five (5) year period, the winner will be sent an email with the opportunity to continue to subscribe to the BigPond Movie Package full time. For full terms and conditions of BigPond Movies visit <http://dvd.bigpondmovies.com/terms>.

If the major prize winner is an existing BigPond Movies member, BigPond will credit their current BigPond Movies account with the prize. If the major prize winner is a previous BigPond Movies member, BigPond will re-activate the winner's previous account with this prize.

14. The prizes are subject to the standard terms and conditions of individual prize and service providers.
15. Subject to the unclaimed prize draw clause, if for any reason a winner does not take the prize or an element of the prize at the time stipulated by the Promoter, then the prize or that element of the prize will be forfeited.
16. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
17. Total prize pool value is up to \$176,922.

18. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.
19. A draw for any unclaimed prizes may take place on 03/02/2010 at the same time and place as the original draw, subject to any directions from a regulatory authority. The names of any winners of unclaimed prizes will be published in The Australian on 10/02/2010.
20. Entrants consent to the Promoter using the entrant's name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
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, 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. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.
23. The use of any automated entry software or any other mechanical or electronic means that allows an entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that entrant invalid.
24. Printing and other quality control errors will not invalidate an otherwise valid prize claim.
25. Unless otherwise due to fraud or ineligibility under these Terms and Conditions, all prize claims in excess of the advertised prize pool will be honoured.
26. Instant win game materials void if stolen, forged, mutilated or tampered with in any way.
27. There will be a total of 400,000 "Chill and Win" promotional stickers printed for this promotion.
28. Except for any liability that cannot be excluded by law, the Promoter (including its 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, including, but not limited to, where arising out of the following: (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 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 prize value to that stated in these Terms and Conditions; (f) any tax liability incurred by a winner or entrant; or (g) use of the prize.

29. 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, 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 access, update or correct information to the Promoter. All entries become the property of the Promoter.
30. The Promoter is Diageo Australia Limited (ABN 33 004 167 720) of Level 8, 55 Grafton Street, Bondi Junction NSW 2022 telephone (02) 9931 9888.

NSW Permit No. LTPS/09/4954, VIC Permit No. 09/1685, ACT Permit No. TP09/1949, SA Permit No. T09/1206.