

## **All Gold (Red Alert) Consumer Promotion 2017 Competition Terms & Conditions**

1. This competition starts on Monday, 13 February 2017 at 00:00 and closes on Sunday, 16 April 2017 at 23:59. No late entries will be accepted.
2. No director, employee, agent or consultant of the Tiger Brands Group of Companies, or their spouses, life partners, business partners or immediate family members, or the supplier of goods and services in connection with this competition may participate in this competition.
3. The competition is open to all South African residents. Minors must be assisted by a parent or guardian who is 18 years or older.
4. There are R402,000 worth of prizes (Cell phone entry by USSD) to be won, the prizes consist of:
  - A. On USSD – 504 cash prizes of R500 every hour, between 9 am and 5pm (8 draws per day), every day of the duration of the promotion will be given away:
    - a) To stand a chance to win the hourly R500 cash prizes, participants must buy any All Gold Tomato Sauce and any another All Gold product (including any All Gold Tomato Product, Jams, Squeeze Sauces and/or Pasta Sauces). To enter dial \*120\*4247# and follow the prompts to enter. Each USSD entry costs 20c per 20 seconds. No free minutes will apply.
    - b) The hourly R500 cash prizes winners will be randomly selected after each hour, between 9am and 5pm, during the competition from the entire entries received in the that hour by an algorithm-driven computer system and will be notified telephonically within that hour of the selection taking place. The winners may be asked to send a photo of their till slip to verify purchase. The prizes will be delivered via ABSA cash send.
      - i. The following process will be followed to redeem cash prizes: the winners will be notified instantaneously via 2 x SMS's – one from TMARC confirming the fact they have won; one from ABSA within 48 hours. The TMARC SMS will confirm the amount and an Authorisation PIN of 6 digits. The ABSA SMS

will confirm the 10 digit Withdrawal Access number as well as the amount. Winners go to any ABSA ATM, push CASHSEND Option and follow the prompts. Both the Authorisation PIN and the Withdrawal Access number are required to complete the transaction.

- ii. Once TMARC and ABSA have confirmed the dispatch of codes to the winning number and confirmed the redemption of the cash from the ABSA ATM, the consumer will have no further claim against the Promoter or the Agency regarding the Prize. If the consumer did not personally withdraw the money, the consumer must open a case to investigate further.
  - iii. Cash Send vouchers are valid for 90 days
- c) Entries outside of 9am and 5pm, will automatically go into the 9 -10 am hour draw.

B. On USSD – there are 10 Crammed Full Getaway prizes of R15000 each. One winner will be drawn each week for the duration of the promotion, and two will be drawn at the end of the last week:

- a) The weekly Crammed Full Getaway R15 000 voucher winners will be randomly selected from all entries received in the week from the Monday at 00:00 to Sunday at 23:59. The weekly winner will be drawn on the Monday morning following the previous week by an algorithm-driven computer system. The weekly winner will be notified telephonically within one week of the selection taking place.
- b) All weekly Crammed Full Getaway R15 000 voucher winners will be required to provide their names, ID numbers and contact details and to sign an acknowledgement of receipt of the prize.
- c) The following process must be followed to redeem the R15 000 voucher for the Crammed Full Getaway:
  - i. The Crammed Full trip and/or experience is only valid for travel in South Africa
  - ii. The Weekly Prize winner will be called by the promoter to verify the randomly drawn winners purchases and request proof of purchase in form of a till slip.
  - iii. The Weekly Prize winner can choose when to take their trip and/or experience and must be booked through the travel

agent nominated by the promoter and booked within a year of being announced a winner.

A. If the winner does not spend the full amount of the prize money on the holiday and/or experience, no amount will be reimbursed to the winner and they will forfeit the excess. You will be allowed to add in your own money if you would like to book additional excursion/activities in excess of the R15 000 voucher.

B. The Crammed Full Getaway prize may include transport, accommodation, excursions and meals only, provided it is within the prize budget. All excursions/activities, accommodation etc. booked cannot be cancelled on the day and redeemed for cash or another activity.

C. The Crammed Full Getaway prize allows the winner to customise their own trip and/or experience with the nominated travel agent to the value of R15 000

- iv. The Weekly Prize winner must be one of the travellers.
- v. The travel voucher is not transferrable for cash.
- vi. Any costs spent in excess of the voucher and spending money will be for the Weekly Prize winner's account.
- vii. The Weekly Prize winner's will be required to sign a waiver of liability and indemnity before claiming his/her prize.

- 5. NOTE PARTICIPANTS MUST RETAIN THEIR TILL SLIP. No prize will be awarded unless the winner can produce his/her original till slip within 2 days of request.
- 6. In the event that any of the winners cannot be successfully contacted following all reasonable attempts to do so, the promoter reserves the right to draw another winner in substitution after 7 working days.
- 7. The promoter is not liable for the failure of any technical element relating to this promotional competition that may result in an entry not being successfully submitted.
- 8. Entries which are unclear or contain errors will be declared invalid.

9. Only 1 valid R500 entry per day and 2 Crammed Full Getaway entries per week will be considered. Participants may enter the competition, provided that participants purchase the participating products each time and complete the competition, subject to the following conditions:
  - a. Proof of purchase per entry needs to be presented
  - b. Only one prize per person
10. Any queries with regards to the delivery of prizes may be directed to the Consumer Services Division, on telephone number 0860 005 342 or at [tigercsd@tigerbrands.com](mailto:tigercsd@tigerbrands.com) during office hours.
11. Winners may be requested to take part in the promoter's publicity campaigns or to allow their names and likenesses to be used by the promoter for promotional purposes. Winners are, however, entitled to decline such request.
12. Winners who participate in the promoter's publicity campaigns will not be entitled to any remuneration for their participation and all materials arising from such participation will be the sole property of the promoter.
13. Participants must enter on a phone that is owned and registered to that person. No other person can use another person's phone for competition entry purposes. If it is discovered that participants have entered of a phone that is not registered to them they will be disqualified and the entrant will be requested to refund the prizes to promoter. This is to avoid fraud and to ensure compliance to the CPA.
14. Therefore each entrant is expected to be the owner of that phone and no singular person can enter off of another mobile phone number. This is to avoid additional fraud being conducted by multiple SIM card owners.
  - c. The cellphone number is key to all entries, if the entrant has won on a cellphone number they cannot use another number in order to be contacted further, this number needs to be a number that is contactable during office hours.
15. By entering this competition you authorize Tiger Brands, the promoter, to collect, store and use (not share) personal information of entrants for communication or statistical purposes.

16. Tiger Brands reserves the right to extend, shorten or suspend the competition period due to technical, commercial or operational reasons, public interest, events beyond its control or generally for any reason whatsoever within its sole discretion. In the event that the competition period is extended, shortened or suspended, participants will be notified by Tiger Brands thereof as soon as reasonably possible through a notice on its website at [www.allgold.co.za](http://www.allgold.co.za). All participants who have received confirmation of a prize prior to any suspension or shortening of the competition will remain eligible to receive the prizes that have been awarded to them in accordance with these terms and conditions.
17. No participants shall have any recourse or claim against Tiger Brands as a result of: (a) any amendment to these terms and conditions, (b) THE Tiger Brands cancellation, termination or suspension of the competition in line with these terms and conditions and/or (c) Tiger Brands inability, despite attempts in line with these terms and conditions, to reach a participant.
18. By entering this competition all participants accept and agree to abide by these rules.
19. The names of all winners will with their consent be published on the [www.allgold.co.za](http://www.allgold.co.za) website and allgoldsa Facebook page, which will be updated weekly. At the end of the competition a full list of winners will be published on the website.
20. Anyone who is found of transgressing the rules of the competition will be banned from winning and excluded from further All Gold competitions.
21. The judges' decision will be final and binding and no correspondence will be entered into.
22. A copy of these rules can be found on the All Gold website ([www.allgold.co.za](http://www.allgold.co.za)) throughout the period of the competition or can be obtained from the Consumer Services Division on telephone number 0860 005 342 or at [tigercsd@tigerbrands.com](mailto:tigercsd@tigerbrands.com) during office hours.