

## TERMS & CONDITIONS OF ENTRY TO “LCP BADAA SNACK BREAK CONTEST”

- 1) Information on prizes and how to enter “LCP Badaa Snack Break Contest” (*Competition*) form part of these Terms & Conditions of Entry (*Terms*).
- 2) Entry to the Competition is open to all legal residents of India who are between the ages of 4 to 14 as on 1 May 2010 and are residing at one of the locations as mentioned below (each an *Entrant*).

<b>Locations</b>					
Delhi	Goa	Gurgaon	Kolkatta	Nagpur	Siliguri
Mumbai	Chandigarh	Gwalior	Kota	Nasik	Shimla
Agra	Chennai	Haridwar	Kurukshetra	New Delhi	Solan
Ahemdabad	Cochin	Hyderabad	Kutch	Noida	Solapur
Allahabad	Coimbatore	Indore	Lucknow	Panchakula	Surat
Amritsar	Ddaman	Jaipur	Ludhiana	Panipat	Thane
Anand	Dehradun	Jalandar	Mangalore	Patiala	Trivandrum
Aurangabad	Faridabad	Jammu	Manipur	Pune	Vadodara
Bangalore	Gandhinagar	Jamshedpur	Meerut	Raipur Rajkot	Varanasi
Bareilly	Gangtok	Kanpur	Mohali	Rroorkie	
Bhavnagar	Gaziabad	Karnal	Musoorie	Secunderabad	
Bhillai	Gerater Noida	Kolhapur	Mysore	Shirdi	

No purchase is necessary to enter the Competition. All Entrants must seek parental or guardian approval before participating in the Competition. It will be the responsibility of parents or guardians to monitor their children’s participation in this Competition. Employees (and their immediate families) of the Promoter (as defined in paragraph 17 below) and Promoter’s related companies and advertising agencies may not enter the Competition.

- 3) Entry to the Competition is via sending the short message service (*SMS*) “BRK (space) “A” or “B” or “C”” to the number “58558” (*Competition SMS Number*) as such services are provided by Mobile2win India Pvt. Ltd. (*M2W*) Entrants will be solely responsible for all charges incurred in registering himself or herself for the Competition, including mobile phone charges. Each SMS sent by an Entrant will cost him or her maximum amount of Rs. 3.00 (Rupees three only) per SMS. Entrants may enter the Competition as many times as they wish provided that each entry is separately submitted.
- 4) Entry to the Competition commences on 2 May 2010 to and closes at last entry received on 27 June 2010 (*Competition Period*). By entering the Competition, Entrants accept these Terms.
- 5) The prize selection for the Competition will take place every week at the office of the Promoter from 2 May 2010 to 5 July 2010 to at 6:00pm (Indian Standard Time).
- 6) During the Competition Period, the viewers of television programming service titled *Pogo* will be required to watch the movie aired every Sunday in the programming block titled *Lights Camera Pogo*, at 12:00 noon (each a *Movie*). During the Movie break, Entrants will be required to answer a question based on the Movie by selecting their answer from the choices given as “A” or “B” or “C” and submitting their entries through entry mechanism mentioned in Paragraph 3 above. During the Competition Period, a total of 9 (nine) movies will be aired and a total of 18 (eighteen) questions will be asked. From all the correct entries received during each week, the Promoter will select a total of 111 (one hundred eleven) winners (*Weekly Winners*), each of whom will receive a *Dominos Pizza* voucher each worth INR 300/- (Rupees three hundred only) (each a *Prize* and collectively *Prizes*). The total value of the prizes is approximately INR 3,00,000/- (Rupees three lakhs only). Promoter shall not be responsible if the *Dominos Pizza* does not conform to the prescribed standards of health, hygiene, quality and safety for consumption.

- 7) The Promoter's decision is based on a set of pre-determined criteria and their decision will be final and binding. No correspondence will be entered into about the Competition or Promoter's decision(s). The Prizes are not transferable and not redeemable for cash. Subject to any restrictions by relevant governmental authorities, the Promoter reserves the right to substitute any Prizes (or any part of them) for an item of similar value. The specifications and brand (as applicable) of the Prizes may change midway, before or after the commencement of the Competition at the sole discretion of the Promoter. The Promoter is not responsible for the service and support of the Prizes after they are delivered to the Winners.
- 8) Winners will be notified by (i) telephone to the telephone number submitted with their entry. The Promoter reserves the right to use any other method or medium deemed fit in its sole and absolute discretion for the purpose of announcing the Winners. Upon request, the Winners may be required to provide their contact details, passport or identity number, proof of residency, proof of age and, or any other details deemed necessary and relevant by the Promoter in its sole discretion prior to the collection of any Prizes. If the Prize is declined, unclaimed or unable to be claimed, or if a Winner cannot be contacted from the details supplied, the Promoter may direct the judges to select the next best and valid entry from the entries received as an alternative Winner at its sole discretion.
- 9) The prizes will be couriered to the Winners at the address given at registration for the Competition on or before 30 July 2010.
- 10) The Winners and their parents or guardians may, at the absolute discretion of the Promoter, be required to execute a deed of release and indemnity in a form prescribed by the Promoter in order to receive the Prizes. All Prizes will be awarded to the Winner's parent or guardian as all Winners will be between the ages of four and fourteen. It is the sole responsibility of the Winners' parents or guardians to monitor or supervise the use of any of the Prizes.
- 11) By entering into this Competition, each Entrant and his or her parent or guardian is deemed to have granted Promoter the right, at its sole and absolute discretion, to use the nickname, names, photographs, voice or video recordings and entries of such Entrant and, or representatives of such Entrant without obtaining any other further consent or making any payment whatsoever to such Entrant and, or the representatives of such Entrant for publicity, advertising, trade or promotion purposes in any media.
- 12) Entrants' personal information (**PI**) will be collected to enable the Promoter to administer and promote this Competition and the Winners. The PI of Winners may be provided to others assisting the Promoter in this regard, including the Promoter's affiliates and to authorities that regulate this Competition (if applicable). If an Entrant does not truthfully provide all requested PI, the Promoter may determine that such Entrant is not eligible to win a Prize in this Competition.
- 13) All entries and all copyright and other rights in such entries become the property of the Promoter. By entering the Competition (unless otherwise advised by the Entrant), each Entrant consents to the information submitted with their entry being entered into a database and to the use by the Promoter and/or its affiliates of this information in any media in accordance with the Promoter's online privacy policy (located on Uniform Resources Locator at <http://www.pogo.tv/jsp/help/privacy.jsp> for future promotional, marketing and publicity purposes without any further reference or payment or other compensation to the Entrant. All personal details (including the PI) of the Entrants will be stored at the office of the Promoter in accordance with the Promoter's online privacy policy. Any request to access, update or correct any information should be directed to the Promoter at the address as listed below. The database information or any part of it may be provided to the Promoter's affiliates in the Philippines, Hong Kong, the United Kingdom or the United States of America for the stated purposes.
- 14) To the extent permitted by law, the Promoter makes no representations or warranties as to the quality, suitability or merchantability of any of the Prizes. To the extent permitted by law, the Promoter shall not be liable for any loss or damage whatsoever that may be suffered, or for any personal injury that may be suffered, as a result of participating in the Competition or using any of the Prizes.
- 15) If for any reason, this Competition is not capable of running as planned, including by reason of infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or

any other causes beyond the control of the Promoter that corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, the Promoter reserves the right in its sole discretion to cancel, terminate, modify or suspend the Competition or to disqualify any individual who tampers with the entry or Competition process.

- 16) The Promoter assumes no responsibility for any error, omission, interruption, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of, entries. The Promoter also does not accept the responsibility for any delayed SMS or SMS that cannot be delivered due to connection issues (failed or partial transmission), malfunctions inaccessibility, unavailability, out of coverage area, traffic congestion, acts or omission of service providers or unauthorized use of a mobile phone in relation to this Competition. The Promoter or Mobile2win shall not be responsible for any problems or technical malfunction of any telephone network or line to be received by the Promoter or Mobile2win on account of technical problems or traffic congestion or any combination of the above (as applicable). **CAUTION:** any attempt to deliberately damage any website or the information on a website, or to otherwise undermine the legitimate operation of this Competition may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, the Promoter reserves the right to seek damages to the fullest extent permitted by law.
- 17) The Promoter is Turner International India Pvt. Ltd. Its office is at Ground Floor, Empire Mills, 414 Senapati Bapat Marg, Lower Parel, Mumbai 400013.

None of the above paragraphs limits any other.

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