



Simply Great Meals Membership Promotion
Conditions of Entry

HOW TO ENTER

During the Promotional Period (9:00am AEST on 31/08/2009 – 11:59pm AEST on 30/08/2010), simply:

- (a) Non-members – Join Simply Great Meals as a member by logging on to www.simplygreatmeals.com.au (Australian residents) or www.simplygreatmeals.co.nz (New Zealand residents), complete and submit the official Member Subscriber form, which forms the basis of a Member Profile.

OR

- (b) Existing Members – Log on as a member to www.simplygreatmeals.com.au (Australian residents) or www.simplygreatmeals.co.nz (New Zealand residents), update at least one (1) additional step of Member Profile and submit.

OR

Existing members – Log on as a member to www.simplygreatmeals.com.au (Australian residents) or www.simplygreatmeals.co.nz (New Zealand residents), refer a friend to join Simply Great Meals.

Entrants should only nominate/refer friends and family with whom they have a direct relationship, and who consent to receiving these types of messages. The operation of the "refer a friend" mechanic is subject to the Spam Act 2003.

Terms & Conditions

1. Information on how to enter and information on the prizes that may be won in the Monthly Prize Draws form part of these Terms and Conditions. Entry into this promotion is deemed to be an acceptance of these Terms and Conditions.
2. Entry is open to all residents of Australia and New Zealand. Employees (and their immediate families) of Promoter, its related entities and their 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.
3. 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 tampers with the entry process or who submits an entry that is not in accordance with these Terms and Conditions. Errors and omissions will 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.
4. Incomplete, indecipherable or illegible entries will be deemed invalid.
5. Multiple entries permitted subject to the following: only one entry is permitted per Member Profile update (i.e. only one entry for each Update Step completed), new Membership submission and Member friend referral. Once the maximum number of entries has been obtained by creating a completed Member Profile, Members are still eligible to enter the promotion throughout the Promotional Period by way of 'Referring a Friend'. The below table outlines the number of Eligible Entries Members can receive throughout the Promotional Period:

New Membership Registration	1 entry into each remaining draw
Updating Step 2 (Personal Information) of Member Profile	1 entry into each remaining draw
Updating Step 3 (Household Information) of Member Profile	1 entry into each remaining draw
Updating Step 4 (Favourite Brands) of Member Profile	1 entry into each remaining draw
Updating Step 5 (Eating Preferences) of Member Profile	1 entry into each remaining draw
Updating Step 6 (Recipe Preferences) of Member Profile	1 entry into each remaining draw
Updating Step 7 (Favourite Ingredients/Recipes) of Member Profile	1 entry into each remaining draw
Updating Step 8 (Member Description) of Member Profile	1 entry into each remaining draw
Member Friend Referral	1 entry into the next succeeding draw

6. Promotion commences at 9:00am AEST on 31/08/2009 and closes at 11:59pm AEST on 30/08/2010 (Promotional Period). The below tables states the closing date and time of all entries for the Monthly Prize draws, as well as the Monthly Prize draw dates which will take place at MESH Communications, 57 Herbert Street Artarmon NSW 2064 at 3pm.

<u>Month</u>	<u>Closing Time and Date</u>	<u>Monthly Draw Date</u>
September	5:00pm AEST 30/09/09	06/10/09
October	5:00pm AEDST 31/10/09	04/11/09
November	5:00pm AEDST 30/11/09	03/12/09
December	5:00pm AEDST 31/12/09	06/01/10
January	5:00pm AEDST 31/01/10	04/02/10
February	5:00pm AEDST 28/02/10	04/03/10
March	5:00pm AEDST 31/03/10	07/04/10
April	5:00pm AEST 30/04/10	06/05/10
May	5:00pm AEST 31/05/10	04/06/10
June	5:00pm AEST 30/06/10	06/07/10
July	5:00pm AEST 31/07/10	05/08/10
August	11:59pm AEST 30/08/10	06/09/10

7. Winners will be notified by mail and winner's names will be published on www.simplygreatmeals.com.au five (5) working days after each Monthly Prize Draw.
8. The first (1) valid entry drawn in the Monthly Prize Draws will each win a choice between a \$200 WISH Gift Card OR a \$200 Coles Gift Card.
9. The next ten (10) valid entries drawn in the Monthly Prize Draws will each win a Simply Great Meals Gift Pack which includes an apron (RRP \$25) and tea towel (RRP \$10). The total value of the Gift Pack is \$35.
10. Total prize pool value is \$6,600. There are a total of 132 prizes to be won over the Promotion Period. Prizes, including any unused portion of a prize, are not transferable, exchangeable or redeemable for cash unless otherwise specified.
11. WISH Gift Cards can be spent at selected Woolworths Ltd outlets nationwide. For a full list of participating stores and the terms and conditions of use see www.WISHgiftcard.com.au. Any ancillary costs associated with redeeming the WISH Gift Card are not included. Any unused balance of the WISH Gift Card will not be awarded as cash. Redemption of the WISH Gift Card is subject to any terms and conditions of the issuer including those specified on the WISH Gift Card. The WISH Gift Card will expire 12 months after issue. Woolworths Limited is the issuer of the WISH Gift Card but is not the Promoter of the offer and is therefore not responsible for the prizes, products, or services under the offer or the fulfilment of the offer terms. Woolworths Limited is responsible for the fulfilment of the terms and conditions of the WISH Gift Card. WISH Gift Cards are redeemable at participating stores only. Participating stores may change from time to time.
12. Any ancillary costs associated with redeeming the Coles Gift Card are not included. Any unused balance of the Coles Gift Card will not be awarded as cash. Redemption of the Coles Gift Card is subject to any terms and conditions of the issuer including those specified on the Coles Gift Card.
13. Subject to the unclaimed prize draw clause, if for any reason a winner does not take the prize or an element of the prize by the time stipulated by the Promoter, then the prize or that element of the prize will be forfeited.
14. If any prize (or part of any prize) is not available, the Promoter, in its absolute discretion, reserves the right to substitute prizes (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.
15. If the winner of any prize is under the age of 18 years, the prize will be awarded to the winner's nominated parent or guardian.
16. If required, the winner of a prize must produce identification in a form acceptable to the Promoter before taking delivery of a prize and must sign an acknowledgment that he/she has received the prize.
17. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used. 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.
18. 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.
19. A draw for any unclaimed prizes will be conducted at Mesh Communications, Level 1, 57 Herbert Street, Artarmon, NSW 2064 on 07/12/2010 at 3pm AEDST to award any unclaimed prizes, subject to any written directions from a regulatory authority. Winners of prizes in the unclaimed prize draw will be notified by mail and their names will be published at www.simplygreatmeals.com.au on 13/12/10.
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. 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; (e) any tax liability incurred by a winner or entrant; or (f) use of a prize. The Promoter is not responsible for any technical malfunctions or problems with internet or network congestion, including injury or damage to a participant's or any other person's computer related to participation in this promotion and problems with transmission of entries over the Internet

22. 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, prize suppliers, organisations to which the Promoter outsources functions associated with this competition and, as required, to Australian regulatory authorities. If you are a winner, the Promoter will disclose your first initial, surname and suburb or city of residence and State of residence on www.simplygreatmeals.com.au. Entry is conditional on providing this information. If the entrant gives their consent by "opting in" to receive marketing information, Promoter may, for an indefinite period unless otherwise advised, use the information for specific Simplot Australia Pty Ltd offers and promotions, marketing, including sending electronic messages or telephoning the entrant.
23. Eligible Entrants' personal information provided in connection with this promotion will be handled in accordance with the laws of the State of Victoria.
24. All entries will be the property of the Promoter. The information entrants provide will be used by the Promoter for the purpose of conducting this Promotion and for the purposes set out in the Promoter's privacy policy. The Promoter may disclose entrants' personal information to its contractors and agents to assist in conducting this Promotion or communicating with entrants and to State and Territory lottery departments and winners' names may be published as required under the relevant legislation. The Promoter is bound by the National Privacy Principles in the Privacy Act 1988. Entrants can request access to the personal information the Promoter holds about them by contacting Consumer Services on 1800 061 279 (toll free Australia only). The Promoter's privacy policy is available on the Promoter's web site <http://www.simplot.com.au>.
25. The Promoter accepts no responsibility for entries submitted but not received.
26. A reference to "\$" or "dollars" is a reference to Australian currency.
27. The laws of Australia apply to this promotion to the exclusion of any other law. Entrants submit to the exclusive jurisdiction of the courts of Australia.
28. The Promoter and permit holder is Simplot Australia Pty Limited (ABN 98 070 579 609), 2 Chifley Drive, Mentone VIC 3194 Ph: 1800 061 279. NSW Permit No. LTPS/09/7456, VIC Permit No. 09/2624, ACT Permit No. TP09/3217, SA Permit No. T09/1975.