

LEE KUM KEE Scratch & Win Promotion

How to Enter

1. Individuals must purchase any Lee Kum ("Participating Product") from a participating store during the Promotion Period to receive a Scratch & Win Ticket ("Ticket") by the store representative at the check-out counter. Consumers must scratch their Ticket to reveal if they are an instant winner.

Terms and Conditions

2. Information on how to enter and Prizes form part of these Terms & Conditions. Entry into this promotion constitutes acceptance of these Terms & Conditions.
3. This promotion is open to all Australian residents, who fulfil the entry requirements, except employees of the Promoter and its associated companies, their advertising and promotion agencies, retailers or associated agencies and their immediate families. 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. Promotion commences on 18th May 2009 and concludes at 11:59pm (AEST) on 5th July 2009 (Promotion Period).
5. All Prize claims must be received within the prize claim period between 18/05/2009 and close of business on 5/07/2009.

How to Claim a Prize

6. All Prizes claims must be made within the Prize Claim Period (as per condition 5). If the Entrant is an instant Winner of a Food Prize, they must fill in their details on the winning Ticket and hand the Ticket to a store representative at the store of purchase to receive their Food Prize. Food Prizes will be awarded on the spot, subject to stock availability at the participating store at the time of redemption, or at a later date, as mutually agreed upon by the Winner and the store representative at the store of purchase

Prizes

7. There are 25,000 Lee Kum Kee Products ("Food Prize") available to be won throughout the Promotion Period, consisting of (a) 13,000 x Lee Kum Kee Soup Base for Chicken Hot Pot 60g valued at RRP \$1.35 each; (b) 500 x Lee Kum Kee XO Sauce 80g valued at RRP \$8.50 each; (c) 1,000 x Lee Kum Kee Premium Oyster Sauce 510g valued at RRP \$8.99 each; (d) 10,000 x Lee Kum Kee Premium Soy 500 ml valued at RRP \$2.50 each; (e) 500 x Lee Kum Kee Chicken Bouillon Powder 227g valued at RRP \$4.50 each.
8. Total maximum Prize value is up to \$58,040 as at 15/04/2009.

9. The value of all Prizes is accurate at the date of commencement of the promotion. The Promoter accepts no responsibility for any variation in the value of the Prizes after that date.
10. Prizes, including any unused portion of any prize, are not transferable or exchangeable and cannot be redeemed as cash.
11. The Promoter reserves the right to verify the validity of all entries. Entrants can only enter using their own name. The Promoter reserves the right to request proof of residency and the nominated Prize delivery address before issuing a Prize, and disqualify any Entrant who tampers with the entry process, including techniques designed to avoid payment of call costs, or who submits an entry that is not in accordance with these Conditions and Conditions of Entry.
12. If any Prize (or part of any Prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the Prize (or part of any Prize) with a Prize of equal value and/or specification, subject to any written directions from a State and/or Territory regulatory authority.
13. Printing errors and other quality control matters will not be used as a reason for refusing payment of Prizes. 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. Instant win game materials void if stolen, forged, mutilated or tampered with in any way. There will be a total of 200,000 'Scratch & Win' Tickets printed for this promotion. Winning Tickets will be randomly seeded into the total number of Tickets printed.
14. The Promoter accepts no responsibility for any tax implications that may arise from the Prize winnings. Independent financial advice should be sought.
15. The outcome of this promotion and any related decisions made by the Promoter is final. The Promoter shall not enter into any correspondence or discussions which dispute such outcomes or decisions.
16. 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.
17. If any Winner is under the age of 18 years, the Prize shall be awarded to that person's parent or guardian.
18. Entrant's personal information shall be collected to allow the Promoter to administer and promote this promotion. In certain circumstances the personal information of the Winners shall be provided to authorities who regulate this promotion. By participating in the promotion, unless otherwise advised, each Entrant consents to the information they submit being entered into a database and that the Promoter may use this information in any media, for future promotional, marketing and publicity purposes

without any reference or compensation to the Entrant, including sending the Entrant electronic messages. All personal details of the Entrants/Entrants shall be stored at the Promoter's office. A request to access/update/correct any information should be directed to that office.

19. Entrants consent to use by the Promoter of their name, likeness, image and voice in the event they are a Winner of this promotion (including a photograph, film or recording of the same) in any media throughout the world for an unlimited period of time without reference or remuneration, for the purpose of promoting this promotion (including any outcome), and promoting Oriental Merchant Pty Ltd products and any other products manufactured, distributed or supplied by it.

20. To the extent permitted by the applicable laws, the Promoter shall not be liable for or in respect of any loss/damage/expense/death/personal injury suffered or incurred or any dispute (including, but not limited to, direct/indirect/consequential loss) arising out of, or in connection with, this promotion, or provision of Prizes.

21. Promoter: Oriental Merchant Pty Ltd of 10 Westgate Drive, Laverton North, Vic, 3206. ABN 34 007 368 925. Telephone (03) 9250 8133.

Authorised under NSW Permit No. LTPS/09/03741, VIC Permit No. 09/1337, ACT Permit No: TP 09/01603, and SA Permit No. T09/929.