

SOUTH AUSTRALIA ADELAIDE CASINO JIM BEAM RACING PROMOTION

CONDITIONS OF ENTRY

1. Information on how to enter, mechanics of entry and prizes form part of these Conditions of Entry. Entry into the promotion is deemed acceptance of these Conditions of Entry. Entry is via in-venue entry form only.
2. Entry is only open to residents of South Australia aged 18 years or older (**Entrants**). The directors, management and employees (and their immediate families) of the Promoter and the Adelaide Casino, its related entities, printers, suppliers, providers and agencies whom are directly associated with the conduct of this promotion are ineligible to enter the promotion. Entry and continued participation in this promotion is subject always to the Participating Venue's/licensee's liquor serving policy.
3. The promotion starts at 7:00am (Adelaide time) on **8/2/2010** and ends at 5:00pm (Adelaide time) on **14/3/2010 (Promotional Period)**.
4. To enter, Entrants must, during the Promotional Period, purchase, from Adelaide Casino – in South Australia, any one (1) of the following Jim Beam products: (i) Jim Beam 330ml ready-to-drink bottle; or (ii) any 30 ml Jim Beam shot (**Eligible Purchase**). Entrants must then obtain an official entry form and fully complete in the manner required and place it in the entry box provided at the Adelaide Casino – by **7:00pm** (Adelaide time) on **14/3/2010**. In order to fully complete the official entry form, Entrants must provide their full name, age, residential address, current and valid email address, telephone number and mobile telephone number.
5. Each Entrant may only submit four (4) entries per calendar day during the Promotional Period. Each entry must be based on a separate Eligible Purchase and submitted separately, and must independently comply with these Conditions of Entry.
6. The Bonus Prize draw will take place at 11:00am (Adelaide time) on **5/3/2010** at the Adelaide Casino, Northern Terrace, Adelaide, 5001 is a condition of being awarded the Bonus Prize that the provisional winner be able to attend the 2010 Clipsal 500 V8 Racing Event in Adelaide between **11/3/2010 – 14/3/2010** inclusive. Bonus Prize winner will be notified by telephone and in writing (mail or email). Bonus Prize winner's name and locality will be published in the Adelaide Advertiser on **24/3/2010**.
7. The Major Prize draw will take place at 11:00am (Adelaide time) on **15/3/2010** at the Adelaide Casino, Northern Terrace, Adelaide, 5001. It is a condition of being awarded the Major Travel Prize that the provisional winner is able to travel to the Gold Coast between **1/6/2010 - 31/7/2010** inclusive. Winners will be notified by telephone and in writing (mail or email). Winner's names and localities will be published in the Adelaide Advertiser on **24/03/2010**.
8. All reasonable steps to notify the winners will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered into.
9. Only one (1) official entry form will be provided for each Eligible Purchase and official entry forms will not be available through any other means other than through the purchase of an Eligible Purchase. The official entry form submitted must be an original. Photocopies or images of official entry forms will not be accepted. Incomplete, inaccurate, erroneous, ineligible or incomprehensible entries will be deemed invalid. Entries received will be considered final by the Promoter. The Promoter accepts no responsibility for late, lost or misdirected entries.
10. **Bonus Prize:** The first entry randomly drawn from all eligible entries received before 11:00am (Adelaide time) on **5/3/2010** will win one (1) "Hot Lap" at the 2010 Clipsal 500 V8 Racing Event prize which must be taken between **11/3/2010 – 14/3/2010** inclusive valued at up to **\$2,000.00**, which includes one (1) General Admission ticket to the 2010 Clipsal 500 V8 Racing Event and three (3) laps around the Clipsal 500 race circuit in an official V8 supercar for the winner only (**Bonus Prize**). Total maximum Bonus Prize value is up to **\$2,000.00**.

Bonus Prize must be taken between **11/3/2010 – 14/3/2010** inclusive otherwise Bonus Prize is forfeited.

11. Each Entrant who submits an eligible entry (including the winner of the Bonus Prize) will be entered into the Major Prize draw.
12. The person whose entry was drawn in the Bonus Prize draw must confirm their eligibility to be awarded the prize, and ability to take the prize between **11/3/2010 – 14/3/2010** inclusive, within two (2) days of being successfully notified by the Promoter that they have been drawn, otherwise their entry will be deemed invalid. If their entry is deemed invalid, or if the Promoter is unable to notify any Entrant drawn, the Promoter will draw another Entrant at the same time and place as the original draw and repeat this process until the prize has been awarded, as per Condition 23.
13. **Major Prize Draw: Major Travel Prize:** The first eligible entry randomly drawn from all eligible entries received will win one (1) travel prize for the winner and one (1) travel companion (aged 18 years or older) valued at up to **\$5,990.00 (Major Travel Prize)**. The Major Travel Prize includes:
 - a. two (2) adult return economy airfares to Coolangatta Airport, Gold Coast, Australia from Adelaide Airport, Australia;
 - b. five (5) nights at four (4) star accommodation in a one (1) bedroom apartment, Gold Coast, Australia;
 - c. return transfers to and from the destination airport and the destination apartment;
 - d. return transfers between the apartment and Dick Johnson Racing Headquarters in Stapyhton, Gold Coast;
 - e. two (2) x '3 Parks for 5 days Gold Coast Fun Pass' which includes entry into Warner Bros Movie World, Sea World and Wet 'n Wild; and
 - f. **\$1,000.00** spending money for the winner only.
14. The person whose entry was drawn in the Major Travel Prize draw must confirm their eligibility to be awarded the prize, and ability to travel between **1/6/2010 - 31/7/2010**, within two (2) days of being successfully notified by the Promoter that they have been drawn, otherwise their entry will be deemed invalid. If their entry is deemed invalid, or if the Promoter is unable to notify any Entrant drawn, the Promoter will draw another Entrant at the same time and place as the original draw and repeat this process until all prizes have been awarded, as per Condition 23.
15. **Major Prize Draw: Second Prize:** The next entry randomly drawn from all eligible entries received will win one (1) Jim Beam Racing autographed car bonnet, valued at **\$1,500.00**.
16. **Major Prize Draw: Third Prize:** The next entry randomly drawn from all eligible entries received will win one (1) Jim Beam Racing Team Merchandise Pack (consisting of one (1) Jim Beam jacket, (1) Jim Beam polo and one (1) Jim Beam cap) valued at **\$325.00**.
17. The Major Travel Prize must be booked and travelled within the period **1/6/2010 - 31/7/2010** inclusive or is forfeited.
18. No extension or variation of any travel dates nominated by the Promoter will be permitted. All components of the prizes must be taken together. Any element of prizes not taken at the time offered will be deemed to be forfeited. Use of any passes or vouchers issued as part of any prize may be subject to prevailing prize supplier terms and conditions of use. A prize cannot be used in conjunction with travel discounts or special offers.
19. Redemption of the Major Travel Prize is subject to availability and may be dependent on travel class availability, specific room category availability and travel 'blackout' periods applying (including school holidays and public holidays). The winner and companions must travel together and depart from and return to the same departure point. The winner and

companions may not accrue frequent flyer points. Travel and accommodation are to be arranged by Beam Global Australia Pty Ltd through their registered Travel Agent.

20. All additional costs not expressly stated, but which may be incurred in acceptance and use of the Major Travel Prize or Bonus Prize, are the responsibility of the winner and companion (if applicable). Such additional costs include, but are not limited to, meals, beverages, room service, telephone calls, laundry services, spending money, transport to and from airport departure point, other transfers, taxes including arrival and departure taxes (if applicable), insurance, travel insurance, passports and visas (if applicable). A winner may be required to present a credit card at time of accommodation check-in.
21. Acceptance of a prize is subject to any prevailing terms and conditions of the event organisers (including but not limited to ground security and ticketing) as well as accommodation/ transport/ services/ transfers or tour providers, and in particular, health, behaviour, age and safety requirements. No compensation will be payable if a winner, or their companion (if applicable), are unable to use any element of the prize as stated for whatever reason, including refusal of entry or ejection from any event including but not limited to the 2010 Clipsal 500 V8 Racing Event or participation in certain activities for health, age, behaviour or safety reasons. Any part of a prize that is not taken for any reason is forfeited.
22. Total maximum prize pool value is up to **\$9,815.00**. Prizes are not transferable or exchangeable and cannot be taken as cash (unless otherwise indicated). A prize must be taken as offered and cannot be varied. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought. The Promoter accepts no responsibility for any variation in prize value. Prizes are Recommended Retail Price including GST (where applicable).
23. **Unclaimed Prize draw:** The Promoter may conduct such further draws at the same time and place as the original draws as is necessary to award any unclaimed prizes. The Bonus Prize redraw will (if necessary) take place on **9/3/2010** and the Major Travel Prize redraw will (if necessary) take place on **1/4/2010** in order to distribute the prize/s if unclaimed by these dates, subject to any written directions given under applicable State legislation. The Second Prize and Third Prize redraw will (if necessary) take place on **21/6/2010** in order to distribute the prize/s if unclaimed by these dates, subject to any written directions given under applicable State legislation. Any winners in an Unclaimed Prize draw will be notified by telephone and in writing (mail or email). Winner's names and localities of the Bonus Prize redraw and Major Prize Travel Prize redraw will be published in the Adelaide Advertiser on **7/4/2010**. Winner's names and localities of the Second Prize redraw and Third Prize redraw will be published in the Adelaide Advertiser on **30/6/2010**.
24. The Promoter encourages consumers to enjoy alcohol in moderation. Legal aged consumers are advised to consider the 'low risk drinking' guideline recommended in the National Health & Medical Research Council Australian Alcohol Guidelines which states: Males: Up to 6 standard drinks on any one day, no more than three days a week. Females: Up to 4 standard drinks on any one day, no more than three days a week. A full version of the guidelines is available at: [http://www.alcohol.gov.au/internet/alcohol/publishing.nsf/Content/36E6FEE732C8DF1BCA25767200769CD8/\\$File/adult.pdf](http://www.alcohol.gov.au/internet/alcohol/publishing.nsf/Content/36E6FEE732C8DF1BCA25767200769CD8/$File/adult.pdf). Participation in the promotion is, where applicable, subject to relevant liquor legislation in each applicable State or Territory, including responsible service of alcohol. Consumers are also encouraged to visit the Australian Government's information site for alcohol at: www.alcohol.gov.au.
25. Entrants can only enter in their own name. Entrants who provide incorrect, misleading or fraudulent information are ineligible to participate in the promotion and all entries of an Entrant who is deemed by the Promoter to have provided incorrect, misleading or fraudulent information may, at the discretion of the Promoter, be deemed invalid. The Promoter reserves the right to request the Entrant produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm the Entrant's identity, age, residential address, eligibility to enter and claim a prize, and any information submitted by the Entrant in entering the promotion, before issuing a prize. If the documentation required by the Promoter is not received by the Promoter (or its nominated agent) or an Entrant or entry has not been verified or validated to the Promoter's satisfaction then all the entries of that Entrant will be ineligible and deemed invalid.

26. The Promoter reserves the right to request a winner's travel companion produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm the travel companion's identity and age before issuing a prize.
27. It is a condition of accepting a prize that the winner and their travel companion(s)(as applicable) may be required to sign a legal release in a form determined by the Promoter in its absolute discretion
28. The winner of the Bonus Prize and Major Travel Prize and their travel companions (if applicable) acknowledge that motor racing is a dangerous activity, which may result in injury or death, and participates at their own risk. The Bonus Prize and Major Travel Prize winner and their travel companions (if applicable): (a) may be required to attend, undergo and pass any appropriate training, briefings, safety demonstrations, required medical tests and other requirements (including blood alcohol testing) of the Promoter and a prize supplier as determined by them in their absolute discretion; (b) must declare to the Promoter or a prize supplier (as applicable) any health-related issues that may affect his/her safe participation in any part of the Major Travel Prize and obtain a written clearance from their doctor in this respect; (c) must not have any heart condition or history thereof, or other medical conditions that would make it dangerous to participate in any part of the Bonus Prize and Major Travel Prize; (d) must not be under the influence of any drugs or alcohol; (e) must comply with all directions of the Promoter, a prize supplier and race officials; and (f) must wear all safety and other equipment required.
29. The Promoter and a prize supplier in their absolute discretion (a) reserve the right to refuse to allow the winner to take part in any or all aspects of the Bonus Prize and Major Travel Prize if they reasonably believe the Bonus Prize and Major Travel Prize winner or their travel companion poses a safety risk or for any other reason; (b) may cancel the relevant component of the Bonus Prize and Major Travel Prize if the conditions are deemed dangerous. No compensation will be payable if the winner, or their travel companion, are unable to use any element of the prize as stated for whatever reason, including refusal of participation in certain activities for health, age, behaviour or safety reasons.
30. If a prize or element of a prize becomes unavailable, for any reason beyond the Promoter's reasonable control, then a comparable prize or prize element of equal or greater value will be awarded in lieu, subject to any written directions made under applicable State legislation.
31. The Promoter and its associated agencies and companies are not be liable for any loss (including, without limitation, indirect or consequential loss), damage, personal injury or death which is suffered or sustained (including but not limited to that arising from any person's negligence) in connection with taking any prize or using any prize, except any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law). The Promoter and its agents associated with this promotion take no responsibility for a prize (or part of a prize) damaged or lost in transit (if relevant). All warranty claims in regards to a prize should be directed to the applicable manufacturer and not the Promoter.
32. The Promoter will not be responsible for any incorrect, inaccurate or incomplete information communicated in the course of, or in connection with, this promotion if the deficiency is occasioned by any cause outside the reasonable control of the Promoter including but without limitation technical malfunctions or failures.
33. If for any reason this promotion is not capable of running as planned for any reason beyond the reasonable control of the Promoter including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer virus, bugs, tampering, unauthorised intervention, technical failures or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the promotion and/or if necessary to provide an alternative prize or prizes to the same value as an original prize or prizes, subject to any written directions made under applicable State legislation.
34. The Promoter reserves the right to verify the validity of any and all entries and reserves the right to disqualify any entrant for: (a) tampering with the entry process; (b) for submitting an entry which is not in accordance with these Conditions of Entry; or (c) if the entrant is engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper

conduct of the promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved. A prize will only be awarded following any winner validation and verification that the Promoter requires in its sole discretion.

35. As a condition of entering this promotion, an Entrant consents to, in the event they are a winner, the Promoter using the Entrant's name, likeness, image and/or voice (including photograph, film and/or recording of the same) in any media for an unlimited period of time without further notification, remuneration or compensation for the purpose of promoting, publicising or marketing the promotion (including any outcome), and/or promoting any products or services manufactured, distributed and/or supplied by the Promoter. The Entrant agrees that, in the event they are a winner, to participate in all reasonable promoted activities in relation to the Promotion as requested by the Promoter and its agents.
36. An entry and any copyright subsisting in an entry irrevocably becomes, at time of entry, the property of the Promoter. The Promoter collects personal information about an Entrant to include the Entrant in the promotion and, where appropriate, award prizes. If the personal information requested is not provided, the Entrant cannot participate in the promotion and is deemed ineligible.
37. An Entrant also agrees that the Promoter may, in the event the Entrant is a winner, publish or cause to be published the Entrant winner's name and locality in any media, as required under the relevant State lottery legislation. An Entrant can gain access to, update or correct any personal information held by the Promoter by contacting the Promoter's Privacy Officer at: rachelle.outtrim@beamglobal.com. All personal information will be stored at the office of the Promoter. A copy of the Promoter's Privacy Policy in relation to the treatment of personal information collected may be obtained by contacting the Promoter.
38. By participating in the promotion, an Entrant also acknowledges that a further primary purpose for collection of the Entrant's personal information by the Promoter is to enable the Promoter to use the information to assist the Promoter in improving goods and services and to contact the Entrant in the future with information on special offers or to provide the Entrant with marketing materials via any medium including mail, telephone and commercial electronic messages (SMS (Short Message Service), MMS (Multimedia Message Service), IM (Instant Messaging) and email) or any other form of electronic, emerging, digital or conventional communications channel whether existing now or in the future. The Promoter may share information with its Australian related companies or promotional partners who may contact the Entrant with special offers in this way. By entering the promotion, an Entrant acknowledges and agrees that the Promoter may use the entrant's personal information in the manner set out in this condition.
39. **Promoter:** Beam Global (Australia) Pty Ltd (ABN 85 003 953 357) of Level 1, Building 2, 49 Frenchs Forest Road, Frenchs Forest, NSW, 2086.

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