

Castle Lite Unlocks Extra Cold 2017 – National On Pack Competition Rules
All classes of trade – On and Off Premise participating Outlets

1. This promotional competition (“Competition”) is run by The South African Breweries (Pty) Limited (“Promoter”) and is open to all members of the public who are 18 years of age or older and resident in South Africa, except the employees of the Promoter and their immediate families, the Promoter’s advertising and promotion agencies, the Promoter’s associated companies, and outlet owners and their immediate families and staff.
2. The rules may be amended by reasonable notification at any time during the Competition, and will be interpreted by the Promoter only. Participation by the entrants (“Participants”) constitutes acceptance of these rules.
3. There are 2 different parts within this Castle Lite Unlocks 2017 Competition:
 - (i) The **National On-Pack Competition begins on 1 April 2017 and ends on 30 June 2017 (Competition Period 1)**; and
 - (ii) The **Extra Cold VIP Music Experience Competition and ticket give away** to the concerts (which forms a part of the National On-Pack Competition (i)) **begins on 1 April 2017 and ends on 30 May 2017 (Competition Period 2)**.
4. In the **National On-Pack Competition 1 (All valid entries received before midnight on the 30th June 2017)** (all classes of trade), the **prizes** are as follows: **i.e. all entries go into the national draw for the Extra Cold VIP Music Experience.**
 - (i) Prizes include:
 - (i) **A total of 62 500 X R12 PREPAID** airtime vouchers nationally to the total value of R750 000 for the competition period.
 - (ii) **A total of 3671 X R200** cash rewards nationally to the total value of R750 000 for the competition period.
 - (iii) **A total of 4000 X 6** packs of Castle Lite 500ml cans nationally to the value of R69.99 each for the competition period.
 - (iv) **A total of 500** Superbalist Shopping Vouchers nationally to the value of R1000 each.
 - (ii) Participants will be allowed to enter to win cash rewards, prepaid airtime rewards and the 6packs of Castle Lite 500ml cans until midnight on 30 June 2017. No late entries will be accepted.
5. **Competition 2** for Castle Lite Unlocks General access and Golden Circle concert tickets and the **Extra Cold VIP Music Experience (Only Valid entries received before midnight on the 30th May 2017)**:
 - (i) All valid, complete entries for the National On Pack Competition received before midnight on the 30th May 2017, will also be entered automatically into a draw to win ONE of the following prizes:
 - (ii) One set of 2x General access (i.e. one **double ticket**) (of a total of 500 divided between both concerts); OR
 - (iii) One set of 2x Golden Circle (i.e. one **double ticket**) (of a total of 500 divided between both concerts);

to either the Castle Lite Unlocks Johannesburg Concert, to be held at the Ticketpro Dome on 15 June 2017 or the Polokwane Concert to be held at Polokwane Cricket field on 16 June 2017; [ticket prize does not include travel spending money, all costs of a personal nature (telephone, data, laundry, room service), and meals, drinks and activities not stipulated on the itinerary provided by the Promoter. These costs are solely for the cost of the winners and travel partners].

- (iv) One of two Extra Cold VIP Music Experiences for 2 to the value of R10 000 each **(Competition Period 2). [Participants will be asked via the USSD journey to choose which concert they would like to attend].**

6. **Extra Cold VIP Music Experiences (only 1 prize for two people for each concert)** includes:

6.2 Johannesburg

- (i) One double ticket (1 set of 2 Golden Circle tickets) to the concert at the Ticket Pro Dome in Johannesburg on 15 June 2017 (for the winner and their chosen travel partner who must be over the age of **18 years**);
- (ii) Flights to and from the OR Tambo International airport (If the winner and travel partner are not from Gauteng Province and flights are necessary);
- (iii) Transport from OR Tambo to the hotel and back (where applicable - excludes transport from the participants' home to the relevant departure airport);
- (iv) Accommodation for 2 nights in a Johannesburg hotel chosen by the Promoter.

6.2 Polokwane:

- (i) One double ticket (1 set of 2 Golden Circle tickets) to the Polokwane Concert to be held at Polokwane Cricket field on 16 June 2017 (for the winner and their chosen travel partner who must be over the age of 18 years);
- (ii) Flights to and from the Polokwane Airport or Nelspruit Airport (If the winner and travel partner are not from Polokwane area or Mpumalanga Province and flights are necessary) travel will be arranged to Polokwane for a radius of 200km from Polokwane.
- (iii) Transport from Polokwane Airport to the hotel (where applicable) excludes transport from the participants' home to the relevant departure airport) and from the hotel to the Polokwane Cricket Field and back to the hotel;
- (iv) Accommodation for 1 night in a Polokwane hotel chosen by the Promoter.

6.2 **Both Prizes exclude** spending money, all costs of a personal nature (telephone, data, laundry, room service), and meals, drinks and activities not stipulated on the itinerary provided by the Promoter. These costs are solely for the cost of the winners and travel partners

6.2 The prizes attach to the applicable winner/s only. In the event that the winner cannot travel or attend the applicable concert on the stipulated day/s, then neither that winner nor their travel partner will be able to redeem the prize, and it will be forfeited. No party will have any claim against the Promoter, it's associated and subsidiary companies, and its directors, officers, employees and agents, of any nature whatsoever related to such forfeiture.

7. **To enter both Competitions**, Participants must purchase any Castle Lite Extra Cold special promotional pack of Castle Lite (340ml NRB, 500ml can or 660RB) at a participating outlet during the applicable competition periods, and find the unique code on the crown under liner or can ring pull.
8. Participants must accurately dial *120*3338*unique code# (USSD at a cost of 20 cents per 20 seconds), to be entered into the draw for the prizes (section 4i and 4ii). This entry mechanic is available **only to prepaid subscribers on South African cell phone networks.**
9. The airtime reward will be automatically credited to the cell phone from which the Participant sent the unique code. Winners will receive an electronic top up of prepaid airtime and will receive confirmation of airtime credited directly from their cell phone network within 48 hours of entry. Only prepaid airtime users on South African networks, except Virgin Mobile, are eligible to receive the airtime reward. Contract subscribers can nominate to credit their airtime reward to a prepaid number of a person who must be over the age of 18 years. **The Promoter is not liable for any delays in the delivery of the airtime.**
10. Participant may enter up to **2** times a day at the discretion of the Promoter, each time with a unique code from an individual bottle or can of any Castle Lite Extra Cold special promotional pack. No entries

automatically generated by a computer will be accepted. The Promoter does not accept responsibility for lost, corrupted or delayed entries as a result of any network, hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.

11. Participants that win cash rewards, 6packs of the 500ml Castle Lite cans or Superbalist Vouchers, will receive a sms within 48hrs with their voucher code which they will use to redeem their prize. Codes are only valid once. The 6packs of Castle Lite 500ml cans can be redeemed from any Shoprite Liquor and Checkers Liquor stores in South Africa, by 31 July 2017. No party will have any claim against the Promoter, it's associated and subsidiary companies, and its directors, officers, employees and agents, of any nature whatsoever related to such forfeiture.
12. The prizes cannot be transferred or exchanged for their cash value.
13. The Promoter reserves the right to make media announcements and/or publications of the names and photographs of the winner/s and travel partners, provided that any winner/s and travel partners may elect to expressly / in writing decline this. Promoter also reserves the right to carry out audits in respect of any winner/s and entries of the Competition in order to verify their eligibility and validity. All entries, participants, travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any prizes. No party will have any claim against the Promoter, its associated and subsidiary companies, and its directors, officers, employees and agents, of any nature whatsoever related to such forfeiture.
14. All Participants, winners, airtime recipients and travel partners indemnify the Promoter, its associated and subsidiary companies, and its directors, officers, employees and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever from their participation in any way howsoever in this Competition.
15. *These Competition Rules are also available on www.castlelite.com or <https://www.facebook.com/castlelite/>