



GSK PROMOTION
“Upgrade Your Life Competition”
Terms and Conditions

By entering the **“Upgrade Your Life Competition”** (“the Competition”), you are agreeing to the following terms and conditions:

1. STANDARD TERMS

1.1 Information on how to enter forms part of the terms of entry.

2. WHO CAN ENTER?

2.1 Subject to clause 2.2, entry is open to all residents of Australia, where the Seven Network and its affiliated networks (“Affiliates”) signals area received, who are 18 years of age or older.

2.2 Employees and immediate families of Seven West Media Limited, GlaxoSmithKline Australia Pty Ltd and their associated agencies and companies are not eligible to enter.

3. HOW TO ENTER

3.1 The Competition commences **Monday, 14 April 2014 at 08:00 AEST** and concludes on **Saturday, 28 June 2014 at 08:59 AEST** (“the Competition Period”), however, open and close dates and times for draws are as detailed in the table below:

DRAWS	Open (AEST)	Close (AEST)	DRAW DATES (AEST)*
1	Monday, 14 April 2014 at 08:00	Saturday, 10 May 2014 at 08:59	Monday, 12 May 2014 at 09:00
2	Saturday, 10 May 2014 at 09:00	Saturday, 17 May 2014 at 08:59	Monday, 19 May 2014 at 09:00
3	Saturday, 17 May 2014 at 09:00	Saturday, 24 May 2014 at 08:59	Monday, 26 May 2014 at 09:00
4	Saturday, 24 May 2014 at 09:00	Saturday, 31 May at 08:59	Monday, 2 June 2014 at 09:00
5	Saturday, 31 May 2014 at 09:00	Saturday, 7 June 2014 at 08:59	Monday, 9 June 2014 at 09:00
6	Saturday, 7 June 2014 at 09:00	Saturday, 14 June 2014 at 08:59	Monday, 16 June 2014 at 09:00
7	Saturday, 14 June 2014 at 09:00	Saturday, 21 June 2014 at 08:59	Monday, 23 June 2014 at 09:00
8	Saturday, 21 June 2014 at 09:00	Saturday, 28 June 2014 at 08:59	Saturday, 28 June 2014 at 09:30
Major Draw	(Only winners from each of the 8 (eight) Minor Prize draws plus the first winner drawn from the BONUS Woolworths draw on Saturday, 28 June 2014 are included in the Major Draw.		Saturday, 28 June 2014 at 09:40

WOOLWORTHS IN-STORE UNIQUE CODE WORD (BONUS ENTRY)			
DRAWS	Open (AEST)	Close (AEST)	DRAW DATES (AEST)*
1	Monday, 14 April 2014 at 08:00	Saturday, 28 June 2014 at 08:59	Saturday, 28 June 2014 at 09:30
Major Draw	(Only winners from each of the 8 (eight) Minor Prize draws plus the first winner drawn from the BONUS Woolworths draw on Saturday, 28 June 2014 are included in the Major Draw.		Saturday, 28 June 2014 at 09:40

3.2 For entry details, viewers must watch House Rules (“the Program”) on the Seven Network (“the Network”) and affiliates during the Competition Period. In every episode a unique code word and details on how to enter will be provided in the form of an in-program competition segment.

3.3 In order to enter the draw, viewers must either:

- a) send a text message/SMS to **1977 4777** and register the unique code word promoted in program along with their full name, suburb and state; or
- b) enter online at www.houserules.com.au register the unique code word promoted in program along with their full name, address (including postcode) and contact daytime telephone number (including STD area code) and mobile number, or

c) visit a Woolworths Store to gain the Woolworths unique code word then enter via SMS or online as stated in a) and b) above between 08:00 AEST Monday, 14 April 2014 and 08:59 AEST Saturday, 28 June 2014 to go into a BONUS draw exclusive to Woolworths entrants on Saturday, 28 June 2014.

- 3.4 Entrants using the unique code word promoted in program may enter as many times as they like with that unique code word throughout the competition period. There will be a winner drawn at the end of each Competition Draw Period (see clause 3.1) throughout the Competition Period, eight (8) weekly winners in total, each receiving a Woolworths voucher to the value of \$1,000.00 (AUD), then the eight (8) weekly winners will be placed in the Major Prize Draw on Saturday, 28 June 2014 at 09:40 AEST.
- 3.5 Entrants using the unique code word promoted in Woolworths may enter as many times as they like with that unique code word throughout the competition period. There will be ten (10) winners drawn at the end of the Competition Period, each receiving \$10,000.00 (AUD) with the first drawn winner receiving \$10,000 (AUD) plus the chance to win \$250,000 (AUD) by being placed in the Major Prize Draw on Saturday, 28 June 2014 at 09:40 AEST.
- 3.6 The weekly draws will commence on Monday, 12 May 2014, then every consecutive Monday up to and including Monday, 23 June 2014, with the final weekly draw on Saturday, 28 June 2014. The draw for Woolworths will take place on Saturday, 28 June 2014 (as per the table in Clause 3.1). The time of entry will in each case be the time the SMS message or online entry is received by Mnet Mobile Pty Ltd SMS database or Yahoo!7 online database.
- 3.7 For SMS entrants, each entry must be charged to a mobile account.
- 3.8 SMS entrants will receive a reply message to their entry.
- 3.9 For entrants in all states, the entry costs for each SMS will be charged at premium rate, namely \$0.55 (including GST) fixed, which covers the entry and the reply message.
- 3.10 Any online entries determined to be "scripting", in the absolute discretion of the Promoter, will be deemed invalid and not accepted.

4. PRIZES

4.1 There will be eight (8) weekly draws from the national pool of SMS and Online entries plus one (1) Woolworths draw on Saturday, 28 June 2014. The eight (8) weekly winners will each receive a Woolworths voucher to the value of \$1,000.00 (AUD) ("the Minor Prize") and the ten (10) Woolworths winners will each receive \$10,000 (AUD) ("the Woolworths Minor Prize"). The nine (9) Major Prize draw entrants will be included in the Major Prize Draw to win the one (1) ("Major Prize") of \$250,000 (AUD) to upgrade their life.

4.2

Number	Full Details	RRP (inc. GST)
8 x Minor Prize Packages	Each Minor Prize package consists of: <ul style="list-style-type: none"> o 1 x \$1,000 (AUD) Woolworths Voucher 	\$8,000.00
10 x Woolworths Minor Prize Packages	Each Woolworths Minor Prize package consists of: <ul style="list-style-type: none"> o 1 x \$10,000 (AUD); plus 	\$100,000.00
1 x Major Prize	1 x \$250,000 (AUD)	\$250,000.00
TOTAL MAXIMUM PRIZE POOL VALUE		\$358,000.00

- 4.3 The total Maximum Prize Pool is \$358,000. Prize value is correct as at the date of printing. The Promoter accepts no responsibility for any change in prize value between now and the ultimate date on which the prize is taken.
- 4.4 Woolworths Vouchers awarded to Minor Prize winners must be used in accordance with the terms and conditions applicable to each voucher.
- 4.5 A cheque will be made payable to the Major Prize Winner and each of the Woolworths Bonus Prize winners to the value of the prize won.

- 4.6 There are no restrictions placed around how the winners spend their prize money but the cheques must be drawn or banked within 30 days of receiving the cheque or the winning amount will be forfeited.
- 4.7 In accepting the prizes the winners agree to participate in and co-operate with all reasonable media editorial requests, including but not limited to, being interviewed and photographed, and the winners grant the Promoter a perpetual and non-exclusive licence to use such footage and photographs in all media worldwide and the winners will not be entitled to any fee for such use.
- 4.8 The Prize Winners agree they will not disclose any of their personal details, including any photographs, facts or circumstances, for a fee or otherwise, that relate to their winning of any prize in the Competition to any media or other organisation in Australia and as such may be required to provide the Promoter with a formal written undertaking.
- 4.9 It is a condition of accepting the prizes that the winners must comply with all the conditions of use of the prizes and the Promoter's requirements.
- 4.10 The prizes are not transferable or exchangeable.
- 4.11 The prize winners must be 18 years of age or older and must provide valid identification to the Promoter.
- 4.12 The prizes must be taken as stated and no compensation will be payable if a winner is unable to use the prize or any element of the prize as stated.
- 4.13 The Promoter may require the prize winners to sign a waiver of liability and indemnity in the form determined by the Promoter in its absolute discretion.
- 4.14 Independent financial advice should be sought as tax implications may arise as a result of accepting the prizes.
- 4.15 Full details of the prizes can be obtained by telephoning the Seven Network in each state on Sydney 02 8777 7777; Melbourne 03 9697 7777; Adelaide 08 8342 7777; Brisbane 07 3369 7777; Perth 08 9344 0777.

5. HOW TO WIN

- 5.1 There will be **nine (9)** Major Prize Draw entrants drawn in total; **eight (8)** will be drawn from the national pool of online and SMS entries using the unique code word promoted in program and the ninth (9th) will be the first of the ten (10) winners drawn in the Woolworths Bonus code word draw. The nine (9) Major Prize Draw entrants will be included in the Major Prize Draw.
- 5.2 The ten (10) Woolworths Bonus code word winners will be drawn from the national pool of online and SMS entries using the unique Woolworths code word promoted in Woolworths stores Australia wide.
- 5.3 The nine (9) Major Prize Draw entrants will win the Minor Prize packages detailed in clause 4.1. The Major Prize Winner will be drawn from the nine (9) Major Prize Draw entrants on 28 June 2014 and will win the prize packages detailed in clause 4.2. Each entrant who has entered the Competition in accordance with these terms and conditions during the Competition Period using a mobile phone with a reply path and whose SMS message has passed through the Telco carriers network to Mnet Mobile Pty Ltd database or entered online as detailed in Clause 3.3 ("Qualifying Entrant") will be entered into the draw. Entries that do not comply with any of the terms and conditions, may be deemed invalid and a further draw(s) will be conducted in its place. The Minor and Major Prize draws will take place at Mnet Mobile Pty Ltd, Level 1, 16 Anster Street, Adelaide, South Australia 5000 on the draw dates detailed in Clause 3.1.
- 5.4 Prize Winners will be notified by a phone call on the day of the draw/s, and a letter advising the winners of their prize will also be express posted. Minor Prize Winners names will be appear each week on screen during the House Rules Program and the Major Prize Winner's name will appear on screen and may be announced in the Grand Final House Rules program. The winners' entry details for draws held on Monday, 12 May and Monday, 19 May 2014 will be published in the Public Notes section of The Australian newspaper on **Monday, 26 May 2014**. Winners from the draws held on Monday, 26 May, Monday, 2 June and Monday, 9 June 2014 will be published in the Public Notes section of The Australian newspaper on **Monday, 16 June 2014**.

Winners from the draws held on Monday, 16 June, Monday, 23 June and Saturday, 28 June 2014 will be published in the Public Notes Section of the Australian newspaper on **Monday, 7 July 2014**.

- 5.5 The Promoter's decision is final and the Promoter will not enter into correspondence regarding the result.
- 5.6 The Promoter may in its absolute discretion deem entries invalid subsequently to a winner being notified or a winner's name being announced if it is discovered that the winner did not enter the Competition in accordance with these terms and conditions. In these circumstances, an additional draw will be conducted.
- 5.7 It is a condition of accepting the prizes that the winners may be required to sign a legal release in a form determined by the Promoter in its absolute discretion.
- 5.8 Subject to state government legislation, and if required, an unclaimed prize draw over all non-winning entries may take place at Mnet Mobile Pty Ltd, Level 1, 16 Anster Street, Adelaide, South Australia 5000 on **Monday, 29 September 2014 at 10:00 AEST**. The winner will be notified by mail and their details published in the Public Notes section of The Australian newspaper on **Monday, 6 October 2014** if required.

6. NO LIABILITY

- 6.1 In the case of the intervention of any outside act, agent or event which prevents or significantly hinders the Promoter's ability to proceed with the Competition on the dates and in the manner described in these terms and conditions, including but not limited to vandalism, power failures, tempests, natural disasters, acts of God, civil unrest, strike, war, act of terrorism, the Promoter may in its absolute discretion cancel the Competition and recommence it from the start on the same conditions, subject to state government legislation.
 - 6.2 Seven West Media Limited, GlaxoSmithKline Australia Pty Ltd, Mnet Mobile Pty Ltd and their associated agencies and companies will take no responsibility for prizes damaged or lost in transit, or late, lost or misdirected mail.
 - 6.3 Seven West Media Limited, GlaxoSmithKline Australia Pty Ltd, Mnet Mobile Pty Ltd and their associated agencies and companies will not be liable for any misadventure, accident, injury, loss (including but not limited to consequential loss) or claim that may occur:
 - a) during the entry process or the draw;
 - b) in the participation, acceptance or use of any element(s) of the prize;
 - c) as a consequence of late, lost or misdirected mail;
 - d) due to the broadcast of any program relating to the Competition or the publication of any material, including any statements made by any compere, staff member, journalist, other entrants or any other person;
 - e) in relation to failure of an SMS entry message to be received or sent by the Promoter on account of technical problems or traffic congestion; or
 - f) arising from or related to any problem or technical malfunction of any telephone network or lines or mobile communications network related to or resulting from participation in this promotion.
 - 6.4 Seven West Media Limited assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries, and reserve the right to take any action that may be available, subject to state government legislation.
 - 6.5 If for any reason the Competition is not capable of running as planned, due to causes including but not limited to tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of the Promoter which corrupt or affect the administration security, fairness, integrity or proper conduct of the Competition, the Promoter reserves the right in its sole discretion to disqualify any individual who tampers with the entry process, take any action that may be available, and to cancel, terminate, modify or suspend the Competition, subject to state government legislation.
- ## **7. PROMOTER'S DETAILS**
- 7.1 The Promoter is Seven West Media Limited (ABN 91 053 480 845) of Newspaper House, 50 Hasler Road, Osborne Park WA 6017.

- 7.2 The Sponsor is GlaxoSmithKline Australia Pty Ltd (ABN 47 100 162 481) of 1061 Mountain Highway, Boronia VIC 3155.
- 7.3 Entry details remain the property of the Promoter. Mnet Mobile Pty Ltd, on behalf of Seven West Media Limited (ABN 91 053 480 845) and its related entities (“Seven”), is collecting the entrant's personal information for the purpose of conducting and promoting this Competition (including but not limited to determining and notifying winners), and, if you consent, for the purpose of Seven sending you promotional and direct marketing material in relation to Seven's programs and products and services available through Seven and its business partners. The entrant may request access to his or her personal information by writing to Privacy Officer, Mnet Mobile Pty Ltd, Level 1, 16 Anster Street, Adelaide, South Australia 5000 or e-mailing privacy@mnetmobile.com.)
- 7.4 ACT permit number: TP 14/00169, NSW permit number: LTPS/14/00779, VIC permit number: T14/67, SA permit number 14/3237.