

Dress to Impress Promotion – Conditions of Entry

1. The Promoter is Australian Rugby Union Limited, ABN 36 002 898 544, of Ground Floor, 29-57 Christie Street, St Leonards, NSW 2065.
2. Information on how to enter and prizes form part of these Conditions of Entry. Entry into this promotion is deemed acceptance of these Conditions of Entry.
3. Entry into the promotion is free and open to attendees of the International Rugby Sevens Adelaide ("Sevens Tournament") being held in Adelaide on Friday, 19 March 2010 through Sunday, 21 March 2010. Entrants in the Bloke and Gal Categories must be aged 18 or over. Entrants into the Kids Category must be under the age of 18. To compete in the Group Category the team must be comprised of at least two individuals of any age. Directors and employees (and their immediate families) of the Promoter, its related entities, promotional partners and agencies associated with this promotion are ineligible to enter the promotion.
4. Promotion commences at 5:00pm (ACDT) on 19 March 2010 and closes at 2:30pm (ACDT) on 21 March 2010. To enter the promotion, eligible entrants must complete a registration form and have their photo taken at the Sevens Central Dress to Impress Photo Station or by the roving Dress to Impress Photographer. As part of the registration entrants must provide their full name, current and valid email address, telephone number and indicate what Category (Bloke, Gal, Group or Kid) they are entering. Only one entry form needs to be completed for a Group Category entry. Any individuals entering the Kids Category or individuals entering the Group Category that are under the age of 18 must have their registration form signed by their parent or guardian. Entrants may compete in multiple Categories but must complete a separate registration form and have separate photos taken for each Category.
5. In order to be considered for the Major Prize, winners selected in each Category on Friday 19 March and Saturday 20 March must return to the Sevens Tournament on Sunday, 21 March 2009 wearing the same costume to be judged for the Major Prize.
6. Any entrants not selected as a winner may enter the promotion on another day of the Sevens Tournament.
7. Daily Category Winners: Eligible entries received on Friday, 19 March 2010 from 5:30pm to 7:30pm (ACDT) will be judged at Adelaide Oval, War Memorial Drive, North Adelaide, SA, 5006, at 7:30pm, with the winner being announced at approximately 8:20pm. Eligible entries received on Saturday, 20 March 2010 from 2:00pm to 6:00pm will be judged at Adelaide Oval at 6:00pm, with the winner being announced at approximately 7:55pm. Eligible entries received on Sunday, 21 March 2010 from 10:30am to 2:30pm will be judged at Adelaide Oval at 2:30pm, with the winner being announced at approximately 4:00 pm. Photos of all winners will be shown on the big screen at Adelaide Oval. Winners will be notified by telephone and names and photos of all winners will be published on www.adelaidesevens.com.au. All reasonable steps to notify the winners of the result will be taken by the Promoter. All winners in each Category will be eligible to win the Major Prize. Each entry will be judged on the basis of creativity and humour. Chance plays no part in determining the winners. Judges' decision is final and no correspondence will be entered into.
8. Major Prize: The Major Prize winners will be judged at Adelaide Oval at 3:00pm on Sunday, 21 March 2010 with the winner being announced at approximately 4:40 pm. Photos of all winners will be shown on the big screen at Adelaide Oval and published on www.adelaidesevens.com.au. The Major Prize Winners must be present at Adelaide Oval at the time of the judge's announcement in order to be deemed a winner. Daily Category Winners from Friday and Saturday will each be provided general admission tickets for Sunday 21 March. Each entry will be judged on the basis of creativity and humour. Chance plays no part in determining the winners. Judges' decision is final and no correspondence will be entered into.
9. If the Promoter is unable to notify any entrant deemed to be a winner or if an entry is deemed invalid, then the Promoter may award the prize to the eligible entrant who is deemed as the next best entry by the Promoter.
10. Prizes: The total prize value is approximately \$9,847.00 (Recommended Retail Price including GST). The following prizes will be distributed:

Category	Daily Prize (Friday, Saturday, Sunday)	Major Prize (Sunday)
Bloke (must be aged 18 or over)	3 cases of Coopers Premium Lager (24 x 375ml bottles), 4 cases of Coopers Clear (24 x 355ml bottles) and 3 cases of Coopers '62 Pilsner (24 x 355ml bottles). RRP \$480.00	\$1,000 cash
Gal (must be aged 18 or over)	1 night accommodation at Hilton Adelaide in a Junior Suite with breakfast for two people. RRP \$500.00	\$1,000 cash
Group (2 or more)	\$500 IGA shopping voucher. RRP \$500.00	\$1,000 cash
Kid (Under 18 years of age)	Panasonic Portable DVD Player. RRP \$469.00	\$1,000 cash

11. The Promoter will contact prize winners within 30 days of the Sevens tournament to arrange delivery of prizes. The Promoter will distribute the Group Prize equally among the Group members.
12. Taking a prize is subject to any prevailing Australian Rugby Union terms and conditions as well as any other service providers (as applicable), and in particular, health, behaviour, age and safety requirements. No compensation will be payable if the

winners are unable to use any element of a Prize as stated for whatever reason, including refusal of entry into or ejection from Adelaide Oval 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.

13. It is a condition of accepting the Bloke and Gal Category prizes that the winners are aged 18 years or older. It is also a condition of accepting a prize that the winners may be required to sign a legal release in a form determined by the Promoter in its absolute discretion.
14. The Promoter reserves the right to request the winner to 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 winner's identity and age to enter and claim a prize and any information submitted by the winner 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 the winning entry has not been verified or validated to the Promoter's satisfaction within the time requested, that winner's entry will become invalid.
15. Prizes given to the winners of the Kids Category will be given subject to (a) their parent or guardian accepting these Conditions of Entry on the prize winner's behalf; and (b) the prize winner's parent or guardian being responsible for the prize winner for the duration of the prize.
16. The Promoter accepts no responsibility for any variation in prize value. A prize (or any unused portions of prizes) is not transferable or exchangeable and cannot be taken as cash. The Promoter accepts no responsibility for any tax implications that may arise from prize winnings. Independent financial advice should be sought.
17. The Promoter and its associated agencies and companies shall 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 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).
18. If for any reason any element of a prize becomes unavailable for any reason beyond the Promoter's reasonable control then a similar prize element of equal or greater value will be awarded to the winner in lieu, subject to applicable legislation.
19. 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.
20. If for any reason this promotion is not capable of running as planned, the Promoter reserves the right in its sole discretion to cancel, terminate, modify or suspend the promotion, subject to any applicable legislation.
21. Entrants consent to the Promoter using the entrant's name, likeness, image and/or voice in the event they are a winner of a judging (including photograph, film and/or recording of the same) in any media, including displaying images on the big screen at the Sevens Tournament, for an unlimited period of time without remuneration or compensation for the purpose of promoting, publicising or marketing this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter. The winners agree to participate in all reasonable promoted activities in relation to this promotion as requested by the Promoter and its agents.
22. Each entrant indemnifies, and must defend and hold harmless, the Promoter and its employees, servants, agents and contractors, from and against all Losses arising from: a breach by the entrant of any of these Conditions of Entry; any third party claim arising directly or indirectly from a breach by the entrant of any of these Conditions of Entry; a negligent, wilful or otherwise wrongful act or omission of the entrant; fraudulent or dishonest acts or omissions by the entrant; any breach by the entrant of any applicable Laws; any claim by any third party (including individuals, legal entities and governmental departments or agencies) arising directly or indirectly as a result of the entrant entering this promotion; the death of, or personal injury to, any person or any damage to, or loss or destruction of, any real or tangible personal property, to the extent caused by any act or omission of the entrant; and any claim or allegation that the entrant's entry infringes a third party's Intellectual Property Rights or constitutes an unlawful disclosure or misuse or misappropriation of another parties trade secret or confidential information.
23. All entries including photographs and any copyright subsisting in the entries become and remain the property of the Promoter. The Promoter collects personal information about entrants to include entrants in the promotion and where appropriate award prizes. If the personal information requested is not provided, the entrant may not participate in the promotion. By participating in the promotion, each entrant also acknowledges that a further primary purpose for collection of entrants' 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 entrants in the future with information on special offers or provide entrants with marketing materials via any medium including mail, telephone and commercial electronic messages. The Promoter may share information with its Australian related companies and promotional partners who may contact entrants with special offers in this way. By entering the promotion, each entrant agrees that the Promoter may use entrants' personal information in this manner. Each entrant also agrees that the Promoter may publish or cause to be published the winner's name, and locality in any media in accordance with applicable lottery legislation. Entrants can also gain access to, update or correct any personal information by contacting the Promoter on (02) 8005 5555. 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.
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: Adult males: Up to 6 standard drinks on any one day, no more than three days a week. Adult females: Up to 4 standard drinks on any one day, no more than three days a week. Consumers are also encouraged to visit the Australian Government's information site for alcohol at www.alcohol.gov.au.
25. This promotion is governed by the laws of NSW and entrants irrevocably submit to the non-exclusive jurisdiction of the courts of NSW.