

“LA VIE/ATONEMENT” PROMOTION

TERMS AND CONDITIONS

1. Information on how to enter and prizes form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Entry is only open to Australian residents aged 18 years or over.
3. Employees (and their immediate families) of the Promoter, participating retailers and agencies associated with this promotion are ineligible to enter. 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. The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including an entrant's identity, age and place of residence) and to disqualify any entrant who submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process (including but not limited to tampering by way of use of techniques designed to avoid the payment of SMS costs). Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
5. Incomplete, indecipherable or illegible entries will be deemed invalid.
6. Multiple entries permitted, subject to the following: (a) only one entry permitted per specified purchase requirement; (b) limit ten (10) entries per person/mobile number per day; and (c) each entry must be submitted separately and in accordance with entry requirements.
7. Entrants must retain their original purchase receipt(s) for all entries as proof of purchase. Failure to produce the proof of purchase for all entries when requested may, in the absolute discretion of the Promoter, result in invalidation of ALL of an entrant's entries and forfeiture of any right to a prize. Purchase receipt(s) must clearly specify the store and the date/time of purchase (to correspond with date of purchase included in the SMS entry) and that the purchase was made during the promotional period but prior to entry.
8. If there is a dispute as to the identity of an entrant, the entrant will be deemed to be the person in whose name the mobile phone account is held.
9. Premium SMS cost is 55c. Entrants must have premium service access. SMS winners will be contacted by SMS and/or phone and the Promoter will record their address details so that the prize may be awarded. SMS entries via the Internet are ineligible. Entries are deemed to be received at the time of receipt

into the promotion database and NOT at the time of transmission by the entrant.

10. Promotion commences 01/04/08. Entries close at 11:59pm AEST on 16/05/08. The draw will take place at Anisimoff Legal, Level 4, 448 St Kilda Road, Melbourne, VIC 3004 on 19/05/08 at 3pm AEST.
11. All winners will be notified by mail and the major prize winner's name will be published in The Australian on 13/06/08.
12. The Promoter's decision is final and no correspondence will be entered into.
13. The first valid entry drawn will win the major prize of a trip for two (2) adults to the Gold Coast, Queensland, valued at up to \$5,203 depending on date and point of departure. Prize includes five (5) nights twin share accommodation at the four star Couran Cove Island Resort, staying in a Marine Suite and return ferry transfers to the Couran Cove Island Resort. If the winner is not from Queensland, the prize includes return economy airfares from the winner's nearest capital city. If the winner is from Queensland, then the prize does not include airfares and the airfare component of the prize is not redeemable for cash. Spending money, meals, insurance, transport to and from departure point, additional transfers, items of a personal nature, in-room charges and all other ancillary costs are not included. Prize must be taken by 19/11/08 and is subject to booking and flight availability. Prize cannot be taken during Australian school holidays, public holidays or peak periods.

Frequent flyer points will not form part of the prize. Prize is subject to the standard terms and conditions of individual prize and service providers. Winner may be required to present credit card at time of accommodation check in. If for any reason a winner does not take the prize or an element of the prize at the time stipulated by the Promoter, then the prize or that element of the prize will not be redeemable for cash.

14. The next five (5) valid entries drawn will receive a Universal DVD Pack, valued at \$100 each. The Universal DVD Pack will contain a variety of DVDs as determined and selected by the Promoter, in its absolute discretion, subject to availability.
15. The next ten (10) valid entries drawn will receive an 'Atonement' DVD, valued at \$39.95.
16. Subject to the unclaimed prize draw clause, if for any reason a winner does not take a prize or an element of the prize by the time stipulated by the Promoter, then the prize or that element of the prize will be forfeited.
17. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.

18. Total prize pool value is up to \$6,102.50.
19. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.
20. A draw for any unclaimed prizes may take place on 29/08/08 at the same time and place as the original draw, subject to any directions from a regulatory authority. Winners' names (for prizes over \$100) will be published in The Australian on 26/09/08.
21. Entrants consent to the Promoter using the entrant's name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
22. 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.
23. The use of any automated entry software or any other mechanical or electronic means that allows an entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that entrant invalid.
24. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use of a prize.
25. As a condition of accepting the major prize, the winner (and their companion) must sign any legal documentation as and in the form required by the Promoter/Prize Supplier in their absolute discretion including but not limited to a legal release and indemnity form.
26. The Promoter collects personal information in order to conduct the Promotion and may, for this purpose, disclose such information to third parties, including but not limited to prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this information. The Promoter

may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing and publicity purposes, including sending electronic messages or telephoning the entrant. Entrants should direct any request to access, update or correct information to the Promoter. All entries become the property of the Promoter.

27. The Promoter is Cheviot Bridge Pty Ltd of Level 9, 564 St Kilda Road, Melbourne, VIC 3004. ABN 90 084 953 855.

NSW Permit No. LTPS/08/2703 Vic Permit No. 08/1248 ACT Permit No. TP08/1122 SA T08/1195