

**NOVO FOODS LIMITED “WIN A MASTER CLASS WITH GEORGE
CALOMBARIS” PROMOTION**

HOW TO ENTER

To be eligible, simply purchase an Essential Food Free Range 700g dozen egg pack from a participating supermarket. Then send in your purchased product's barcode, your full name, address and daytime telephone number along with a 25 word or less response to the following question: "Why do you want to learn from George to become an eggseptional Chef?" To enter, go online to www.wincookwithgeorge.com.au and follow the prompts or in a stamped envelope to:

"Win a Master Class with George Calombaris"
551 Chandler Road
Keysborough VIC 3173

This is a game of skill. Chance plays no part in this promotion. Competition closes last mail received 09/03/12.

TERMS AND CONDITIONS

1. Entry instructions and prize information form part of these Terms and Conditions. By participating, entrants agree to be bound by these Terms and Conditions.
2. The promotion is open to Australian residents. Employees and their immediate families of the Promoter and its related companies and agencies associated with this promotion are excluded from this promotion. 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.
3. Entrants may enter as many times as they like provided that each entry is with respect to a separately purchased Essential Food Free Range 700g dozen egg pack product purchased during the Promotion Period. Entrants MUST ensure they retain the purchased product's barcodes or a copy of their purchase receipt(s) for each entry made. Photocopied or unrecognised barcodes will not be accepted. Incomplete, indecipherable or illegible entries will be deemed invalid.
4. Promotion commences 1/12/11 and closes last mail received 09/03/12 ("**Promotion Period**"). No entries will be accepted after this date. Entries will be judged on 12/03/12 at 551 Chandler Road Keysborough VIC 3173. Prize winners will be advised by phone and in writing.

5. The Promoter accepts no responsibility for late, lost or misdirected entries. 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. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
6. **Judging & Prize Pool:** This is a game of skill and chance plays no part in determining the winners. Each entry will be individually judged based on literary and creative merit of the response given. The best ten (10) valid entries adjudicated by the judges to be the most creative & appropriate responses will each win two (2) places at a cooking master class with George Calombaris at St. Katherine's 26 Cotham Road Kew VIC 3101. The master class will be held at 10:30am on 24/03/12. Flights from the winner's nearest capital city and transfers are also included. Each master class prize is valued at up to \$1,978. The next 50 valid runners up entries, as adjudicated by the judges, will each receive a George Calombaris cookbook (Your place or mine) valued at up to \$40.

Additional travel prize terms; Photo identification (including Passports, drivers license), any requisite visas, spending money, meals, insurance, transport to and from departure point, transfers, items of a personal nature and all other ancillary costs are not included and are the responsibility of the winner (and his/her companion). The winner (and his/her companion) must depart from and return to the same departure point. Frequent flyer points will not form part of the prize. 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 and is subject to booking and flight availability. Itineraries are to be determined by the Promoter in its absolute discretion.

During the entire duration of the travel prizes, a nominated parent/guardian must accompany any person under 18 years of age. Prize cannot be used in conjunction with any other discounts or special offers. Winner may be required to present credit card at time of accommodation check in.

7. Total prize pool value is \$21,780.
8. In the event that a prize(s) is/are not available, the Promoter reserves the right to substitute prize(s) in its discretion to the same and equal recommended retail value and/or specification.
9. The Promoter may conduct such further draws at 551 Chandler Rd Keysborough VIC 3173 on 15/03/12 in order to distribute any prizes unclaimed by that date. Any winner(s) will be notified by phone and in writing.

10. Prizes are not transferable or exchangeable and cannot be taken as cash. The Promoter accepts no responsibility for any variation in the prize value. Subject to the unclaimed prize draw clause, if for any reason a winner does not take the prize at the time stipulated by the Promoter, then the prize or that element of the prize will be forfeited.
11. Promoter's and judges decisions are final, and no correspondence will be entered into.
12. If the winner of a prize is under the age of 18 years, the prize will be awarded to the winner's nominated parent or guardian.
13. 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 the prize.
14. The Promoter is not responsible for any incorrect or inaccurate information, caused by the Internet user or for any of the equipment or programming associated with or utilised in this competition, or for any technical error, or any combination thereof that may occur in the course of the administration of this competition including any omission, interruption, deletion, defect, delay in operation or transmission, communications line or telephone, mobile or satellite network failure, theft or destruction or unauthorised access to or alteration of entries.
15. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used. 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.
16. In the event of war, terrorism, state of emergency or disaster the Promoter reserves the right to cancel, terminate, modify or suspend the promotion subject to any written directions from a relevant regulatory authority.
17. The Promoter collects entrants' personal information in order to conduct the promotion. If the information requested is not provided, the entrant may not participate in the promotion. By entering the promotion, unless otherwise advised, each entrant also agrees that the Promoter may use their personal information, or disclose it to other

organisations that may use it, in any media for future promotional, marketing and publicity purposes without any further reference, payment or other compensation to the entrant, including sending the entrant electronic messages. Entrants' personal information may be disclosed to State and Territory Lottery agencies and winners' names published as required under the relevant lottery legislation. A request to access, update or correct any information should be directed to the Promoter at their address set out below. If an entrant does not truthfully provide all requested personal information, the Promoter may determine, in its absolute discretion, that they are not eligible to win a prize.

18. Participants consent to the Promoter using the participant's name, likeness, image and/or voice in the event that they are a winner (incl. photograph, film, file and/or recording of the same) in any media for an unlimited period of time without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
19. The Promoter is Novo Foods Limited of 551 Chandler Road, Keysborough VIC, 3173 (ABN 82 086 709 462).