

TERMS & CONDITIONS OF ENTRY TO “CADBURY BUBBALOO BLUEBERRY” COMPETITION

- 1) Information on prizes and how to enter the “CADBURY BUBBALOO BLUEBERRY” competition (**Competition**), form part of these Terms & Conditions of Entry (**Terms**).
- 2) Entry to the Competition is open to all legal residents of India who are between the ages of 4 to 16 as at 1 August 2008 (each an **Entrant**). All Entrants must seek parental and/or guardian approval before participating in the Competition. It will be the responsibility of parents and/or guardians to monitor their children’s participation in this Competition. Employees (and their immediate families) of the Promoter (as defined in paragraph 19 below) and Promoter’s related companies and advertising agencies may not enter the Competition.
- 3) Entry (**Entry**) to the Competition is via – a) registration at the website located at the Uniform Resource Locator: www.cartoonnetworkindia.com (**Website**) or b) ordinary post to the mailing address of the Promoter (as mentioned in Paragraph 19 below). Entrants will be solely responsible for all charges incurred in registering him/herself for the Competition, including any internet charges. Entrants may enter the Competition as many times as they wish provided that each entry is separately submitted.
- 4) Entry to the Competition commences on 16 August 2008 and closes at last entry received on 16 September 2008 (**Competition Period**). By entering the Competition, Entrants accept these Terms.
- 5) The prize selection for the Competition will take place at the address of the Promoter (mentioned in paragraph 19 below) on 8 October 2008 at 6:00 p.m. (India standard time).
- 6) For participation in the Competition, the Entrant has to purchase Cadbury’s branded confectionery “Bubbalo Blueberry Bubblegum”, recently launched in India. This bubblegum has a unique characteristic of colouring the tongue blue on consumption. The Entrant has to click a wacky/funny snapshot of him/herself displaying his/her coloured tongue (**Photograph**) and submit this Photograph in accordance with paragraph 3 above. The Entries accompanied by the Name and Liability Release Form (**Release form**), will get a chance to be featured on the Contest microsite. The Release form, downloaded from the Website, duly filled and signed by the parent/guardian of the Entrant should be sent to the mailing address mentioned in Paragraph 19 below. On completion of the Competition period, the judges appointed by the Promoter, will select 10 Winners (**Winners**), who as per their discretion have sent the whackiest and, or funniest Photograph. Each Winner will get gift hamper sponsored by Cadbury’s India Ltd (**“Sponsor”**) containing 1 year’s supply of Cadbury’s Bubbalo Bubblegum (**Prize**).
- 7) Each Winner’s Prize is valued at approximately Rs. 500/- and the total value of the Prizes is approximately Rs. 5,000/-.
- 8) The Prize excludes all spending money, taxes (including taxes on the Prize or any part of it), insurance and other ancillary costs and/or expenses (unless stated to the contrary in this Terms) which are the sole responsibility of each Winner.
- 9) The judges’ decision is based on a set of pre-determined criteria and their decision will be final and binding. No correspondence will be entered into about the Competition or the judges’ decision(s). The Prize is not transferable and not redeemable for cash. Subject, where required, to the authorisation and restrictions of any authorities that have issued permits for this competition, the Promoter accepts no responsibility for any variation in the value of the Prize (or any part of them) or for lost, damaged or misdirected Prize or mail. Subject to any restrictions by relevant governmental authorities, the Promoter reserves the right to substitute the Prize (or any part of them) for an item of similar value. The specifications and brand (as applicable) of the Prize may change midway, before or after the commencement of the Competition at the sole discretion of the Promoter. The Promoter is not responsible for the service and support of the Prize after they are delivered to the Winners.
- 10) Winners will be notified by telephone on the telephone number submitted with such Winners’ Entry. The Promoter reserves the right to use any other method or medium deemed fit in its sole and absolute discretion for the purpose of announcing the Winners. Upon request, the Winners may be required to provide their contact details, passport/identity number, proof of residency, proof of age and or any other details deemed necessary and relevant by the Promoter in its sole discretion prior to the collection of any Prize. If the Prize is declined, unclaimed or unable to be claimed, or if a Winner cannot be contacted from the details supplied, the Promoter may direct the judges to select the next best and valid entry from the entries received as an alternative Winner at its sole discretion.
- 11) The Prizes will be couriered to the Winners at the address given at registration for the Competition on or before 10 November 2008.
- 12) The Winners may, at the absolute discretion of the Promoter, be required to execute a deed of release and indemnity in a form prescribed by the Promoter in order to receive the Prize. The Prize will be awarded to the Winner’s parent or guardian as all Winners will be between the ages of four and fourteen. It is the sole responsibility of the Winners’ parents or guardians to monitor or supervise the use of the Prize.
- 13) By entering into this Competition, each Entrant is deemed to have granted Promoter the right, at its sole and absolute discretion, to use/ grant the right to use the nickname, names, photographs, and entries of such Entrant and/or representatives of such Entrant without obtaining any other further consent or making any

payment whatsoever to such Entrant and/or the representatives of such Entrant for publicity, advertising, trade or promotion purposes in any media.

- 14) Entrants' personal information (**PI**) will be collected to enable the Promoter to administer and promote this Competition and the Winners. The PI of Winners may be provided to others assisting the Promoter in this regard, including the Promoter's affiliates and to authorities that regulate this Competition (if applicable). If an Entrant does not truthfully provide all requested PI, the Promoter may determine that such Entrant is not eligible to win a Prize in this Competition.
- 15) All entries and all copyright and other rights in such entries become the property of the Promoter. By entering the Competition (unless otherwise advised by the Entrant), each Entrant consents to the information submitted with their entry being entered into a database and to the use by the Promoter and/or its affiliates of this information in any media in accordance with the Promoter's online privacy policy (located on Uniform Resources Locator at <http://www.cartoonnetworkindia.com/jsp/help/privacy.jsp>) for future promotional, marketing and publicity purposes without any further reference or payment or other compensation to the Entrant. All personal details (including the PI) of the Entrants will be stored at the office of the Promoter in accordance with the Promoter's online privacy policy. Any request to access, update or correct any information should be directed to the Promoter at the address as listed below. The database information or any part of it may be provided to the Promoter's affiliates in the Philippines, Hong Kong, the United Kingdom or the United States of America for the stated purposes.
- 16) To the extent permitted by law, the Promoter makes no representations or warranties as to the quality, suitability or merchantability of the Prize. To the extent permitted by law, the Promoter shall not be liable for any loss or damage whatsoever that may be suffered, or for any personal injury that may be suffered, as a result of participating in the Competition or using the Prize.
- 17) The Promoter reserves the right in its sole discretion to disqualify any Entrant who tampers with the entry process and, subject to the approval of those authorities which have issued permits for the conduct of this Competition, to cancel, terminate, modify or suspend the Competition if, for any reason, this Competition is not capable of running as planned, including but not limited to reasons of infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of Promoter that corrupt or affect the administration security, fairness, integrity or proper conduct of this Competition.
- 18) The Promoter assumes no responsibility for any error, omission, interruption, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of, entries. The Promoter also does not accept the responsibility for any delayed entries or failure of any entry to be received by the Promoter. **CAUTION:** any attempt to deliberately damage any website or the information on a website, or to otherwise undermine the legitimate operation of this Competition may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, the Promoter reserves the right to seek damages to the fullest extent permitted by law.
- 19) The Promoter is Turner International India Pvt. Ltd. Its office is at Ground Floor, Empire Mills, 414 Senapati Bapat Marg, Lower Parel, Mumbai 400013.

None of the above paragraphs limits any other.

CARTOON NETWORK logo and all related characters and elements are trademarks of and © Cartoon Network.
(s07)