

Mrs Mac's 2010 Melbourne Cup Carnival Promotion –Terms and Conditions.

1. The promoter is Mrs Mac's Pty Ltd of 5-9 Marchant Way, Morley WA 6943. ABN 75 009 068 473. ("Promoter"). Information on how to enter and prizes forms part of these conditions of entry. Entry into the competition constitutes acceptance of these Terms and Conditions.

2. The promotion commences at 00.01am (AEST) on 5 July 2010 and closes at 11.59pm (AEST) on 19 September 2010 ("Promotion Period").

3. Entry is open to Australian residents over the age of 18. Employees, directors and other representatives of the Promoter and organisations involved in sponsoring or conducting this promotion (and any individuals so involved) are ineligible, as are members of their immediate families and households.

4. To enter, you must purchase a Mrs Mac's Famous Beef Pie and then SMS the last 3 digits of the bar code on the "Promotion Pack", your full name and full postal address to 1993 8783, during the Promotion Period. Alternatively, to enter if you purchase an unwrapped Mrs Mac's Famous Beef Pie from an authorized distributor of the Promoter you must SMS the unique code available at the point of sale, your full name and full postal address to 1993 8783 (maximum SMS cost \$0.55 including GST), during the Promotion Period. Each valid entry entitles you to a chance of receiving an instant win prize and an entry into the major prize draw.

4A. The cost of the SMS is \$0.55 including GST and will not exceed that amount. SMS entries must be sent via an Australian mobile telephone carrier. SMS entries submitted via home phones, the internet or computer generation will not be accepted. Users of the service who are under 18 to get permission of the account holder before using the service. The premium SMS service is provided by Message Media. For help using the premium SMS service, call the mobile premium service helpline on 1800 205 596.

5. The Promoter is not responsible for any technical problems or malfunction of any telephone network or lines, computer on-line systems, service providers, computer equipment, software, traffic congestion on the internet or on any web site or any combination thereof in the Promoter's receipt of SMS entries including any injury or damage to any participant's or other person's computer relating to or resulting from participation in or downloading any materials for this promotion. The Promoter will not refund the cost of any SMS in any circumstance.

5A. The Promoter may disqualify any entrant who affects this competition so that it is incapable of running as planned including infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical problems or malfunction or any other cause beyond the control of the Promoter which in the Promoter's opinion corrupts or affects the administration, security, fairness, integrity or proper conduct of this competition.

6. Instant win prizes will be awarded randomly, by computer generated selection, during the Promotion Period. Instant winners will receive a reply SMS to confirm their win. Instant winners will have their prize dispatched to the postal address nominated in their SMS entry one (1) week prior to the 2010 Emirates Melbourne Cup Day. The instant win prizes are 12 x vouchers for a Plasma TV to the value of \$1000 each and 120 x Gourmet Hampers to the value of \$100 each including delivery.

7. Each valid entry will go into the major prize draw for one (1) of five (5) separate prize packages. The draw will take place at 2.00pm (AWST) on 20 September 2010 at Level 22, 385 Bourke Street, Melbourne, Victoria 3000, and valid entrants are permitted to witness the draw. Each of the five (5) prize packages will be awarded to the first valid entry drawn from the following five (5) regions: Victoria/Tasmania, New South Wales/Australian Capital Territory, Western Australia, Queensland and South Australia/Northern Territory.

7A. Each of the five (5) prize packages consist of a trip for two (2) people including return economy airfares from the winner's nearest capital city to Melbourne, two (2) nights twin share accommodation in a four (4) star hotel, entry tickets for the 2010 Emirates Melbourne Cup Day, corporate hospitality package and 150th VRC commemorative gift pack having an aggregate value up to \$3,000. The prize does not include any transfer costs, spending money or the use of any facilities requiring payment of any fee.

7B. The Promoter will notify the major prize winner by telephone and in writing within two (2) days of the draw and will publish their name in The Australian newspaper on 25 September 2010. The winning entrants must present the purchase receipt to collect the major prize otherwise the prize will be re-drawn. By entering the promotion entrants authorise the use of their name for this purpose.

8. The Promoter may redraw instant win prizes and prize packages if a winner cannot satisfy these Terms and Conditions, forfeits a prize or does not claim a prize by 12.00pm (AWST) on 10 October 2010. Any such redraw will take place at 12.00pm (AEST) on 11 October 2010 at Level 22, 385 Bourke Street, Melbourne, Victoria 3000, and valid entrants are permitted to witness the redraw. The Promoter will notify the winners of any unclaimed prizes by SMS and in writing and will publish any winners of any unclaimed prize packages in The Australian newspaper on the 16 October 2010.

9. The Promoter is not responsible for any variation in the value of any prize in this promotion. A prize is not exchangeable, transferable or redeemable for cash or other goods or services. A prize must be taken as stated and the Promoter will not pay compensation if a winner is unable to use a prize as stated. Any expenses incurred by a winner in relation to goods or services not included with the prize shall be payable by the winner.

10. The national total prize bank value is a maximum \$39,000 including GST.

11. Any tax implications which may arise from this promotion are the responsibility of the entrant, and independent advice should be sought.

12. The Promoter, its related bodies corporate, officers, employees and agents will not be liable for any loss or damage whatsoever (including but not limited to indirect or consequential loss) or for personal injury caused by or in connection with this competition, the promotion of this competition or the use of any prize. The Promoter will not be liable for any loss or damage caused by or in connection with an entrant lodging incorrect details.

13. Entry details remain the property of the Promoter. The Promoter may use the name and photograph of the major prize winners for promotional purposes, unless the major prize winner advises the Promoter otherwise when accepting the prize package. By entering the promotion,

unless the Promoter is otherwise advised, entrants consent to the Promoter using their personal information provided for facilitating the promotion, awarding prizes and for future promotional, marketing and publicity purposes. By entering the promotion, unless the Promoter is otherwise advised, entrants consent to the Promoter sending future marketing materials to entrants including by electronic messages. Entrants may access information the Promoter holds about them by contacting the Marketing Manager at 5-9 Marchant Way, Morley, Western Australia, 6062 or via email at mrsmacs@mrsmacs.com.au

14. Authorised Under NSW Permit No. LTPS/10/03771, VIC Permit No. 10/1465, ACT Permit No. ACT TP 10/01634.3, SA Licence No. T10/876