

**PROMOTIONAL COMPETITION RULES – SMS competition for Voucher
Prize for Purity Nutrition (Jars, cereals & gravy)**

1. This competition starts on 26 Sept 2011 and closes on 9 October 2011. No late entries will be accepted.
2. The competition is open to all South African residents who are 18 years and older.
3. No director, employee, agent or consultant of the Tiger Brands Group of Companies, or their spouses, life partners, business partners or immediate family members, or the supplier of goods and services in connection with this competition may participate in this competition.
4. To enter this competition, participants must SMS the word 'Purity Baby' and the last four digits of the barcode on any Purity jarred baby food, cereal or gravy to 32722. Proof of purchase in the form of a till slip will be required. All sms's will be charged at R1.00 per entry. No free minutes will apply.
5. Multiple entries are permitted but the prize will be limited to one per entrant.
6. The promoter is not liable for the failure of any technical element relating to this promotional competition that may result in an entry not being successfully submitted.
7. Entries which are unclear, illegible or contain errors will be declared invalid.
8. The prizes are Shoprite Checkers vouchers to the value of R10,000 which will be awarded as follows – 10 X R1,000 vouchers will be drawn by 15 November 2011. Prizes are not exchangeable.

9. The winners will be selected by a random draw – The first 10 names drawn will win a Shoprite Checkers voucher to the value of R1, 000 each. The winners will be notified telephonically within one week of the selection having taken place. In the event that any of the winners cannot be successfully contacted following all reasonable attempts to do so, the promoter reserves the right to draw another winner in substitution. The names of the prize winners will also be published on the Purity website (www.purity.co.za)
10. Any prize not taken up for any reason within one month of the close of the competition will be forfeited.
11. The prizes will be delivered to the winners by courier. Any queries in this regard may be directed to the Client Services Manager, Yusuf Jacobs (HERDBUOYS éKAPA) on telephone number 021 700 7620 or via e-mail (yusufj@herdbuoys.com) during office hours from 09h00 until 16h00.
12. Winners may be requested to attend the draw and announcement of winners, to take part in the promoter's publicity campaigns or to allow their names and likenesses to be used by the promoter for promotional purposes. Winners are, however, entitled to decline such request.
13. Where winners consent to take part in the promoter's publicity campaigns, they will not be entitled to any remuneration for such participation and all materials arising from such participation will be the sole property of the promoter.
14. By entering this competition all participants accept and agree to abide by these rules.
15. The judges' decision will be final and binding and no correspondence will be entered into.

16. A copy of these rules can be found on the Purity website (www.purity.co.za) and Shoprite Checkers website (www.termsconditions.co.za) throughout the period of the competition or may be obtained from the Client services manager referred to in rule 12 above.