

PROMOTIONAL COMPETITION RULES

1. This competition starts on 31 January 2012 and closes on 3 March 2012. 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 purchase a Purity Soup & Gravy Mix (12 Dispenser Pack) or Purity Cream of Maize Single Serve (12 Dispenser Pack) from any participating store and bring the till slips showing proof of purchase to the In-store promoter. Participants will then get a chance to draw a lucky card in order to win a prize. Depending on the lucky card drawn, the specific airtime voucher will be handed over directly to the prize winner.
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 Vodacom or MTN or Cell C Airtime vouchers in denominations of R5, R10 and R15 to the value of R 40,000.

The promoter reserves the right to substitute any prize with another prize of similar commercial value in the event of circumstances beyond its reasonable control.

9. Prizes may not be redeemed for cash and are not exchangeable.
10. The judges' decision is final and no correspondence will be entered into.
11. The winners may be required to sign a waiver of liability and indemnity before claiming their prizes.
12. A copy of these rules can be found on Purity website (www.purity.co.za) throughout the period of the competition or can be obtained from the Consumer Services Division – 0860 004755
13. By entering this competition all participants accept and agree to abide by these rules.
14. The judges' decision will be final and binding and no correspondence will be entered into.