



TERMS AND CONDITIONS

"Kick off 2010 with 3 x \$20,000!"

PROMOTIONAL PERIOD AND PROMOTER

1. The "Kick off 2010 with 3 x \$20,000" ("The Promotion") period will commence at 10.00am AEDST on Monday 23rd November 2009 and concludes at 14.00pm AEDST on Sunday 3rd January 2010 ("Promotion Period").
2. The Promoter is Jupiters Gaming (NSW) Pty Ltd, ABN 16 003 992 327, of Level 2, 495 Harris Street, Ultimo NSW, 2007 for participating NSW venues and Jupiters Gaming Pty Ltd, ABN 89 071 366 446, of Level 4, 159 William Street, Brisbane, QLD, 4000 for participating Queensland venues.

ELIGIBILITY AND ENTRY REQUIREMENTS

3. Participation in the Promotion is limited to persons who are aged 18 years and over and who have NOT been excluded (whether self-excluded or otherwise excluded) from participation in Keno, or excluded from a Venue in which the Promotion is taking place ("Entrants").
4. Entrants will receive one (1) right of entry for each individual Keno ticket purchased to the value of \$10.00 or greater during the promotional period. Entry is valid at the venue of purchase only.
5. To enter the Promotion Entrants must spend \$10.00 or more on one Keno ticket during the Promotion Period and complete a Keno terminal generated entry form with their full name and daytime phone number and place it in the allocated entry box at the participating venue.
6. There is no limit to the numbers of entries per person or per game during the Promotion.
7. Any entry that relates to a Keno ticket that has been cancelled or is incomplete or illegible will be an invalid entry.
8. A Second Chance Prize draw is open to all customers who spend \$10.00 or more on any Keno ticket but record 'no win' on presentation for scanning. Maximum of one (1) right of entry per non-winning Keno ticket.
9. To enter the Second Chance Prize draw Entrants can either:
 - a. **Online:** Go to www.playkeno.com.au and follow the links to complete the online entry form in full, and enter their ticket serial number. OR:
 - b. **SMS:** Send an SMS message from their mobile phone to 1999 KENO (199 953 66) stating (in the following order with a space between each) (i) Keno ticket serial number (12 or 16 digits) (ii) first name; (iii) last name; (iv) year of birth. An example would be 184071400007 John Smith 1973. SMS entries charged at 55c including GST. The SMS entry mechanic is only open to consumers with an SMS compatible mobile phone connected to a service provider, which permits text messaging to the promotional SMS number. SMS entries via the internet are not valid and will not be accepted. OR:
 - c. **1-90 Call:** Entrants can call and register their Keno Ticket Serial number, their full name, address and their daytime phone number to 1900 900 KENO (1900 900 5366). Maximum 1-90 entry cost per message is 55c including GST. Calls from mobiles and pay phones may attract a higher rate.

MAJOR PRIZE

10. Three (3) venues in NSW will be randomly selected from all the NSW participating venues, and three (3) venues in QLD will be randomly selected from all the QLD participating venues to conduct the Major Prize draws ("Selected Venue"). A Major Prize will be drawn at the Selected Venues in NSW and QLD. The Selected Venues will be drawn by Jupiters Gaming Pty Ltd, ABN 89 071 366 466 at approximately 14.00pm AEDST on Monday 4th January, 2010 at 159 William St, Brisbane, QLD 4000. The Selected Venues will then be notified by 16.00pm AEDST on 4th January, 2010 that they have been selected to draw a Major Prize winner.
11. The Selected Venues will draw a Major Prize winner after 11.00am AEDST on Friday 8th January, 2010. The Major Prize draw will be conducted at the premises of the Selected Venue.
12. The first prize winner drawn in the Selected Venues will receive a Major Prize.
13. There are three (3) Major Prizes to be drawn in NSW, and three (3) Major Prizes to be drawn in QLD. Each Major Prize is \$20,000.
14. If a winner cannot be contacted within 90 days after the draw, that winner will be deemed to have forfeited any entitlement to a Major Prize which will be re-drawn at 14.00pm AEDST on Monday 12th April, 2010 at the Selected Venue. The promoter's decision on the draw is final. If an entry drawn is ineligible to win the prize, one or more re-draws will occur until an eligible entry has been drawn.
15. The winner's details will be published on www.playkeno.com.au and in The Australian newspaper on 28th January 2010.

VENUE PRIZE

16. There are three (3) Venue Prizes to be won in each participating venue with a total recommended retail value of \$747.00. Each Venue Prize draw is for one (1) Keno branded "party on wheels" pack with a recommended retail value of



\$249.00. The Keno branded 'party on wheels' is a 60L branded cooler bag with wheels with a plug-in MP3/AM/FM radio, smaller cooler bag, picnic cutlery/crockery, picnic blanket, and picnic BBQ.

17. Each participating venue will conduct the Venue Prize draws at their premises after 14.00pm AEDST on Sunday 6th December, 2009, Sunday 20th December, 2009 and Sunday 3rd January, 2010. Each Venue Prize draw is for one Keno branded 'party on wheels'.
18. If the venue is not open for business on any of the abovementioned days, the draw should take place immediately as is practically possible when the venue is next open (prior to any further Keno promotional tickets being issued).
19. Each Venue Prize draw winner for each participating venue will be notified within 5 days of the relevant draw date. Winner's names will also be detailed on www.playkeno.com no later than 28 days after the final draw. It is the responsibility of the participating venue to inform Jupiters Gaming of the winners.
20. The winners will be notified either at the venue or on the telephone number provided on the entry form.
21. If the winner of a Venue Prize cannot be contacted within 90 days after the draw, the winner will be deemed to have forfeited any entitlement to the Venue Prize, which will be re-drawn at the participating venue on 14.00pm AEDST on Monday 12th April, 2010. The Venue Prize is not transferable or redeemable for cash. In the event that any of the prizes become unavailable for reasons beyond the Promoter's control, the Promoter may substitute a prize of equal or greater value, subject to any written directions from a regulatory authority.
22. The total value of Venue Prizes will not exceed \$1,419,300.00 (based on maximum of 1900 venues participating).

SECOND CHANCE PRIZE DRAW

23. There are twenty (20) Second Chance Prizes to be won with a total value of up to \$4980.00. Each Second Chance Prize is a Keno branded 'party on wheels' with a recommended retail value of \$249.00.
24. The Second Chance Prize draw will take place on 5th January 2010 at 11.00 AEST at messagemedia at Level 22, 385 Bourke Street, Melbourne VIC 3000. The Promoter's decision on the draw is final. If an entry drawn is ineligible to win a prize, one or more re-draws will occur until an eligible entry has been drawn.
25. Each Second Chance Prize draw winner will be notified within 5 days of the relevant draw. Winner's names will also be detailed on www.playkeno.com.au no later than 14 days after the relevant draw.
26. If the winners of the Second Chance Prize draw cannot be contacted within 90 days after the draw, the winner will be deemed to have forfeited any entitlement to the prize, which will be re-drawn at the messagemedia at Level 22, 385 Bourke Street, Melbourne VIC 3000 on 14.00pm AEDST on Monday 12th April, 2010. The Second Chance prize is not transferable or redeemable for cash.
27. In the event that any of the prizes become unavailable for reasons beyond the Promoter's control, the Promoter may substitute a prize of equal or greater value, subject to any written directions from a regulatory authority.
28. Each entrant into the Second Chance Prize draw may be required to retain and present proof of their ticket containing the unique serial number for all entries made in order to claim a prize. Entrants can only enter in their own name. The Promoter reserves the right to request winners to provide proof of age, identity, and/or proof of entry validity.
29. There is a limit of one (1) x Keno branded 'party on wheels' to be won per person.

GENERAL

30. The prize must be taken as offered and cannot be varied. The Promoter accepts no responsibility for any variation in prize values.
31. Information on how to enter and the prize forms part of these Terms and Conditions. Participation in the Promotion by an Entrant confirms acceptance of the Terms and Conditions governing the Promotion.
32. Directors, management and employees of Jupiters Gaming and the Tabcorp Group of companies (including TAB, Star City and Jupiters companies) and their immediate families are not eligible to participate in 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.
33. Directors, management, employees and their immediate families of the participating venues that are engaged in the operation of the Keno game or the management of this Promotion including involvement with the prize draw are not eligible to participate in the Promotion at the venue which they are employed.
34. The Promoter reserves the right to request a winner provide proof of age and identity prior to awarding a prize. Identification considered suitable for verification is at the discretion of the Promoter.
35. 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 the Queensland Office of Liquor, Gaming and Racing and the NSW Office of Liquor, Gaming and Racing.
36. Decisions of the management of the Promoter are final. No correspondence will be entered into. To the extent that a situation or issue arises for which these Terms and Conditions make no provision or in relation to which the relevant Terms and Conditions are unclear, the Promoter reserves the right to make a decision regarding such situation or issue in its sole and absolute discretion and such decision will be final and binding.
37. Prizes cannot be won on an entry accompanied by any device designed to increase the entry's chance of selection.



38. A prize winner will be notified either at the venue or on the telephone number provided on the entry form. Prizes are not transferable or redeemable for cash.
39. By participating in the Promotion a prize winner consents to the publication of their name and/or photograph in any form of media and agree to participate in any reasonable promotion requested by the Promoter. Jupiters Gaming (NSW) Pty Ltd, ABN 16 003 992 327 and Jupiters Gaming Pty Ltd, ABN 89 071 366 446 will manage all personal details in accordance with the National Privacy Principles.
40. Entrant's personal information may be disclosed to State and Territory agencies if requested under relevant legislation and in compliance with privacy laws. A request to access, update or correct any information should be directed to the Promoter at their address set out below. Information on Entrants may also be disclosed to the prize provider to facilitate the awarding of the prizes.
41. The Promoter complies with the National Privacy Principles issued under the Privacy Act 1988. If the information requested is not provided, the Entrant may not participate in the Promotion. By entering this Promotion, unless otherwise advised, each Entrant also agrees that the Promoter may use this information for future promotional, marketing and publicity purposes without any further reference, payment of other compensation to the Entrant, including sending the Entrant electronic messages. A request to access, update or correct any information should be directed to the Promoter at its address set out above.
42. The Promoter is not responsible for lost, late, damaged, misdirected, incomplete or ineligible entries.
43. All prize values are in Australian dollars. Promotional pictures may not represent the actual prize.
44. Subject to any applicable laws, which cannot be excluded, the Promoter shall not be held liable for any loss, damage or injury suffered or sustained (including, without limitation, direct, indirect or consequential loss) arising either directly or indirectly out, or in connection with the prizes or the Promotion.
45. Any further enquiries should be directed to Jupiters Gaming (NSW) Pty Ltd, ABN 16 003 992 327, of Level 2, 495 Harris Street, Ultimo NSW 2007 and Jupiters Gaming Pty Ltd, ABN 89 071 366 446, of Level 4, 159 William St, Brisbane, QLD, 4000.
46. The laws of the state of Queensland govern the Promotion to the extent that the Promotion is conducted in relation to the Venue Prize draw from participating Keno venues located in QLD. The laws of the state of New South Wales govern the Promotion to the extent that the Promotion is conducted in relation to the Venue Prize draw from participating Keno venues located in NSW.
47. Authorised under NSW Permit No LTPS/09/08150