

VAALIA WOOLWORTHS “WIN A FEEL GOOD LOOKING GREAT MAKEOVER EXPERIENCE WITH SARAH MURDOCH” PROMOTION

FREQUENTLY ASKED QUESTIONS:

There's a good chance that the information you require can be found in our frequently asked questions below, but if not you can call us on 1800 676 961 (Monday to Friday 9am to 5pm AEST).

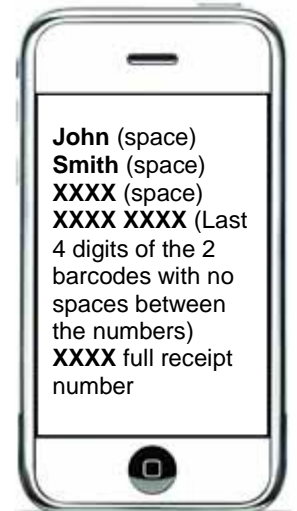
How to Enter

To enter, purchase any two Vaalia products in one transaction from a participating Woolworths/Safeway store nationally and complete any of the following steps between 31/08/11 and 11:59pm AEDST on 27/09/11:

1. **Online at www.vaalia.com.au**, input the requested details including the last 4 barcode digits for both the Vaalia products, the full receipt number and submit the fully completed entry form. Each entrant will be notified instantly online whether they are an instant winner.

OR

2. **SMS to 1999 7777** containing your full name, postcode, the last 4 barcode digits for both Vaalia products and the full receipt number (in that order, with a space between each word and no spaces between the digits of the barcodes or receipt number). Each entrant will be notified instantly whether or not they are an instant winner. All valid entries received will be automatically placed in the major prize draw.



Entry requirements

How many times can I enter?

Multiple entries permitted providing:

- a) One entry for every two Vaalia products purchased in one transaction, when using the last 4 digits of the two Vaalia product barcodes.
- b) Each entry must be submitted separately following the entry requirements.
- c) Maximum of two entries permitted per person, per day.

Do I need to keep my purchase receipt?

Yes, entrants must retain their original Woolworths/Safeway purchase receipt(s) for all products entered as proof of purchase.

Do I need to keep a copy of the Vaalia pack barcode?

No. Once you have used the barcode to enter it is no longer required.

SMS

General

- SMS entries cost 55c including GST.
- Entrants must have “premium service” access.
- Service provider: MessageMedia Pty Ltd.
- SMS Helpline: 1 800 676 961
- Entrants will not be charged for any reply messages they receive.
- SMS entrants must be 18 years old or above.

Issues

1999 7777 is an SMS number which can only receive SMS messages from mobile phones – you cannot call this number. Please contact Customer Service on 1800 676 961 (Monday to Friday 9am to 5pm QLD time) if you are experiencing any problems.

The SMS entry method is only open to consumers with:

1. SMS compatible mobile phone, and a
2. Mobile phone plan with your service provider that permits text messaging to a premium SMS (19) number.

We recommended entrants check with their individual service provider in this regard:

- Telstra 1800 050 381
- Optus 1300 300 937
- Vodafone 1300 301 030
- Virgin 1300 555 100

- Three 133 320

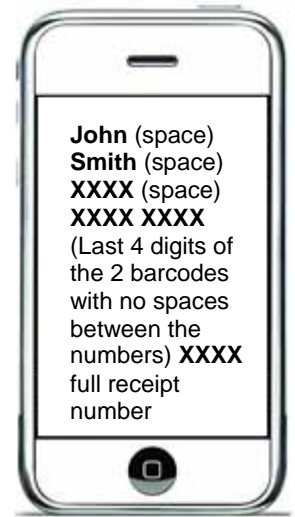
SMS Response Delays

Response times can vary and are subject but not limited to:

- Network coverage and availability,
- Entry volume,
- Memory of the SIM card in your mobile phone,
- And/or technical problems.

Unrecognised barcodes or entry format

If you sent an SMS with an incorrect entry code, you will be sent a reply message telling you your barcodes are not recognised. You will be asked to check the barcodes and to re-submit your entry. Note that NO spaces should be included in the entry barcode characters. Enter your full name, postcode and last 4 digits of the 2 barcodes with no spaces between the numbers, but a space between the 2 barcodes and full receipt number as it appears in the example to your right, with one space between each item.



There is an automated limit on unrecognised codes. An entrant may be blocked from submitting further codes once the limit is reached.

SMS opt out to further marketing

- To opt out SMS "STOP" to 0427 767 878.
- Do NOT reply or opt out using the promotional premium SMS 1999 7777. This will be invalid and not register. You will also be charged for sending another premium 55c SMS.
- If an entrant decides to opt out to further marketing, they will not receive any further communication from Parmalat, even if they enter the same promotion again using the same mobile number after they've opted out.
- The opt out mobile number is a standard SMS (not a premium number that costs 55c). The entrant will only be charged the standard SMS rate their service provider charges them for general SMS messages.
- If entrants don't opt out they may receive one SMS before the promotion finishes on the 27/09/11, just to let them know that the promotion has almost ended and to enter again before 27/09/11 for another chance to WIN. The entrant will not be charged to receive this message and will receive no further communication from Vaalia.

[Online](#)

Invalid Barcode Issues Online

Are you entering the correct details into the correct fields? Enter using only the last 4 digits of the barcode for each product, into the 2 barcode fields.

There is a limit on unrecognised codes. An entrant may be blocked from submitting further codes once the limit is reached.

[Promotion Period](#)

- Commences 31/08/11.
- Ends for purchases in-store at close of business on 27/09/11.
- Entries must be received by 11:59pm (AEDST) on 27/09/11.

[Prizes](#)

Major prize:

The first 3 valid entries drawn in the major prize draw will each win a trip to Sydney for 2 adults.

This prize is valued at up to AUD\$25,000 depending on point of departure and includes:

- Return flights including transfers,
- Makeover with personal stylist, Sarah Murdoch for the winner and his/her companion,
- Personalised wardrobe valued up to \$800 each, makeup and hair styled,
- Professional photo shoot for the winner and his/her companion,
- 2 nights accommodation in Sydney at a 5 star Hotel including breakfast daily,
- A gourmet degustation dinner at Marque restaurant.

Additional spending money, meals, taxes, insurance, passports, visas, transport to and from departure point, transfers, items of a personal nature, in-room charges and all other ancillary costs are not included.

The prize must be taken between 15/11/11 and 15/05/12 (on dates specified by the Promoter) to coincide with Sarah Murdoch's availability.

Instant win prizes:

There are twenty four (24) instant prize winners each day of the promotion. 672 x Woolworths WISH Gift Cards in total, each valued at AUD\$40. Total value of instant win prizes is \$26,880.

How do I know I'm an Instant winner?

Instant winners will be notified immediately according to their entry method:

- (a) SMS – via return SMS;
- (b) Online – pop up message once entry is submitted.

An email will also be sent to all winners confirming their winning pin number. The winning pin number should be retained for their records until their prize is received.

Instant winners may be contacted to validate their entry/s and to verify their correct contact details, prior to prize fulfilment. Validated and verified winners will receive their winner's letter and prize within 28 days of winning.

At the time of entry, each entrant will be notified that they are either:

1. An instant winner plus they're in the major prize draw; OR
2. A non winner but are in the major prize draw, OR
3. An invalid entry, OR
4. Their maximum daily entries have been reached (Max 2 entries per person / day), OR
5. The promotion hasn't started yet, OR
6. The promotion has closed.

How do I know I'm the major prize winner?

The major prize draw will take place on 03/10/11 at 3pm AEST and the winner will be notified by phone and in writing after validation of their entry/s. They will also have their name published in The Australian on 13/10/11.