

Competition Rules

This Promotional Campaign is organised by the Freddy Hirsch Group and/or their designated agencies (hereinafter referred to as the Organiser).

The Promotional Competition is open to residents and citizens of South Africa, except employees and immediate family members of any employees of the Organisers, their advertising agencies, dealers and suppliers. Participants and winners who are minors must be assisted to the extent necessary by their parent or lawful guardian.

By entering the Promotional Competition, all participants and the winner agree to be bound by these rules which will be interpreted by the Organisers, whose decision regarding any dispute will be final and binding. The Organisers reserve the right to amend, modify or change these rules at any time during the Promotional Competition.

The Promotional Competition shall commence on 13 March 2011 and end on 30 April 2011, both days inclusive. No further entries will be accepted after close of business on 30 April 2011.

By visiting the Freddy Hirsch mobi-site at: www.kameelhout.mobi, customers stand a chance of winning an Apple Ipad. Limited edition t-shirts will be awarded as daily prizes. To enter, customers must visit the Freddy Hirsh mobi-site and answer the question Jan Braai posted about the town/heritage site he is visiting.

Entries which contain errors will be billed and deemed invalid.

The draw for the prizes will take place by 5 May 2011. The winners will be contacted telephonically by the Organisers by 5 May 2011 and posted on the Freddy Hirsch website: www.freddyhirsch.co.za. During that telephone call, the person whose name was drawn will be required to verify and confirm their details. After confirmation has taken place, that person will be declared the winner of the prize by the Organisers.

If the Organisers are unable to reach any person whose name was drawn within 2 days of drawing his/her name for whatsoever reason, such person will be disqualified and a draw for another name will take place. In the event that the winner cannot be contacted within that period via the cell phone number used to enter, Organisers reserves the right to re-draw another entry to establish a winner.

The judges' decision is final and no correspondence shall be entered into.

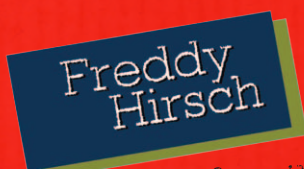
All participants and the winners and/or their legal guardians, as the case may be, indemnify the Organisers, their advertising agencies, advisors, and suppliers against any and all claims of any nature whatsoever arising out of and/or from their participation in any way howsoever in this Promotional Competition (including, as a result of any act or omission, whether negligent, grossly negligent or otherwise on the part of the Organisers).

The Organisers may require the winner (at no fee) to be identified, photographed and published in printed media, or to appear on radio or television, when accepting his/her prize and/or after he/she has received the prize. Should this become necessary, the winner may be required to sign a letter of consent.

The Organisers shall have the right to use any photographs and/or promotional footage of the winners in perpetuity.

The winner shall be required to indemnify the Organisers for any damage, loss, injury or death they may suffer as a result of winning the prizes, howsoever caused and of whatever nature.

If required, Freddy Hirsch shall have the right to terminate this promotion immediately and without notice. In the event of such termination, all winners agree to waive any rights that they have in terms of this promotion and acknowledge that they will have no recourse against Freddy Hirsch, their agents and promoters.



a family
of flavour

