

COMPETITION RULES: RURAL TAVERNS

1. The competition is run by The South African Breweries Limited (“SAB”) and is open to all members of the public who are 18 years of age or older and resident in South Africa except the employees and their immediate families of SAB, SAB’s advertising and promotion agencies, and SAB’s associated companies, and outlet owners and their immediate families and staff.
2. The rules may be amended by reasonable notification at any time during the competition, and will be applied and interpreted at the sole discretion of SAB. Participation by the entrants constitutes acceptance of these rules.
3. The competition begins on 07 November 2011 and ends on 24 December 2011.

4. The prizes include the following:

4.1 Grand Prize

1(one) of 5 (five) double tickets to go on the Castle Lager Tavern Tour around Europe (England, Ireland, Austria, Czech Republic and Germany) in May 2012 for 11(eleven) nights and 12 (twelve) days. This will include all transportation (return economy airfares and road transport) and accommodation (4 star accommodation, 3 meals a day with beers or soft drinks). The winner and his/her partner must be in possession of a valid passport and/or is responsible for the cost and obtaining of a valid travel visa. Failure by the winner or partner to procure a valid Passport and/or Visa shall disqualify them or any one of them from winning the prize and SAB shall not in any way or form compensate for the value of the prize, and the winner and/or partner hereby agree to forfeit the prize without any further claim whatsoever against SAB.

4.2 Instant-win Prizes

4.2.1 Scratch and Win Activations:

The instant-win prizes include 12 (twelve) sets of Castle Lager playing cards, 2 (two) Castle Lager belt-bottle openers, 6 (six) 200ml Castle Lager glassware, 12 (twelve) Castle Lager dice packs and 18 (eighteen) R5 airtime vouchers (To redeem the R5 airtime vouchers, the winning participant must dial *120*547# and then enter the unique code printed on their scratch card/boarding pass when prompted to do so, at a cost of R 0.20 cents per 20 second session. Free minutes do not apply. Available only to entrants utilising the Vodacom, MTN, and

Cell C networks. All winners of the R5 airtime vouchers will be automatically entered into the draw to go through to the elimination round.)

4.2.2 Promoter Run Activations:

The prizes include 2 (two) earphone splitters, 3 (three) Castle Lager branded flip-flops, 9 (nine) Castle Lager lighter bottle openers and 3 (three) pairs of Castle Lager branded socks.

5. To enter and stand a chance to win the Grand prize, entrants must:

5.1 USSD: Entrants must purchase the amount of Castle Lager specified at the participating outlet and receive a scratch card/boarding pass. The entrants must then dial *120*547# enter their unique code found on the scratch card/boarding pass when prompted to do so and follow the prompts to stand a chance to win a spot on the Castle Lager Tavern Tour for the entrant and their partner (USSD cost R0.20 cents per 20 second session).

Entrants who enter their unique code and correctly follow the prompts given will be entered into a database and randomly selected by way of a draw on the closing date of the competition, to go through to the elimination round. The draw will proceed in the following way: 10 (ten) winners will be drawn randomly from the database. These 10 (ten) winners will then be entered into the elimination round to stand a chance to win a spot on the Castle Lager Tavern Tour. This elimination round will include two days of fun-filled activity that include: A Castle Lager Brewery Tour, Castle Lager tastings, experiencing Castle Lager in different environments and motivating why they should be chosen as the Ultimate Castle Lager Ambassadors.

On premise entrants may only enter 2 (two) times per day.

5.2 Radio: Entrants must listen, phone in and motivate why they should be chosen as the Ultimate Castle Lager Ambassador. The competition will run on the following radio stations: Metro FM, GHFM, 5 FM, Highveld, Jacaranda, OFM, Ukhozi, East Coast, Umhlobo Wenene, Lesedi and Thobela between the following dates: 7 November 2011- 24 December 2011. Each station will select 1 winner to be entered into the elimination round for the Grand Prize. The radio station's decision is final and no further communication shall be entered into.

5.3 Online: Entrants must visit www.castlelager.co.za and partake in the online competition. 4 (four) winners will be selected on the closing date of the competition solely by the Castle Lager brand team and entered into the elimination round for the Grand Prize The Castle Lager Brand

team's decision shall be final and no further communication shall be entered into.

6. To enter and stand a chance to win an instant-win prize, entrants must:
 - 6.1 Scratch and Win Activations: Purchase the amount of Castle Lager specified at the participating outlet to receive a scratch card/boarding pass. The entrant must then scratch the card and reveal whether or not they have won an instant-win prize. All instant-win prizes must be redeemed at the participating outlet.

On premise entrants may only enter 2 (two) times per day.

- 6.2 Promoter Run Activations: Promoters will invite entrants to purchase the amount of Castle Lager specified at the participating outlet. The entrant will then play the "Castle Phone-A-Friend Game". The game entails the promoter asking the entrant a question about himself/herself. The promoter will write the entrants answer down and phone the entrant's best friend and ask him/her the same question. If the entrant's best friend gives the promoter the same answer as the entrant, the entrant will win an instant prize. All Phone-A-Friend Game prizes must be redeemed at the participating outlet.

On premise entrants may only enter 2 (two) times a day.

7. The winners will be selected in the following manner:

- 7.1 The Grand Prize

The final 5 winners to win a spot on the Castle Lager Tavern Tour will be selected by a panel of celebrity judges, based on the winner's ability to convince the judges that they are the Ultimate Castle Lager Ambassador's during the 2 (two) day Elimination Round. The final 5 winners will be announced on 29 February 2012 and the winner/s will be notified immediately thereafter telephonically. The judge's decision/s is final and no further communication shall be entered into.

8. Prizes cannot be transferred or exchanged for their cash value.
9. Promoter may make media announcements / publications of the names / photographs of Winner/s, provided that any Winner/s may expressly elect to decline this. Promoter reserves the right to carry out audits in respect of any Winner/s to verify their eligibility.
10. All Entrants and Winners indemnify Promoter, its associated companies (directors, officers and employees) and agents, against any / all claims for any loss or damages, whether direct, indirect,

consequential or otherwise, arising from any cause whatsoever from their participation in any way howsoever in this Competition.

11. These Competition Rules are also available on www.castlelager.co.za.