

CASTLE LITE UNLOCK SUMMER PROMOTIONAL OFFER RULES

3 DECEMBER 2020 – 31 DECEMBER 2020

1. Introduction

- 1.1. This promotional offer (“**Promotion**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) and is open to all persons of 18 years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Promotion, or (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.3. Acceptance of the Promotion Item by all customers (“**Participants**”) constitutes acceptance of these Promotion Rules.

2. Promotion Period

This Promotion will run from 3 December 2020 until 31 December 2020 or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”).

3. Promotion Process

- 3.1. During the Promotion Period, the Promoter will be selecting random Twitter users to receive Promotion Items through a random draw process based on a set of relevant hashtags used by the users when posting on Twitter. The @castlelitesa Twitter handle will post a comment on the selected post/tweet and will send a direct message to the nominated Participant regarding the Promotion Item.
- 3.2. The Participant must follow @castlelitesa on Twitter in order to receive the Promotion Item.

4. Promotion Items

- 4.1. Upon successful verification of the Participant, the Participant shall receive a Castle Lite 6 (six) pack (250ml) (“**Promotion Item**”).
- 4.2. There are 18 000 Castle Lite 6 packs to be given away.
- 4.3. No Promotion Item, in whole or in part, can be exchanged for an alternate item or for its cash value.
- 4.4. The availability and delivery of the Promotion Item shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“**Regulations**”).

5. Verification

- 5.1. The Promotion Item will only be awarded after successful verification of the Participant.
- 5.2. The Participant must submit proof that they are 18 years or older; and
- 5.3. The Participants must provide a suitable physical address for the Promotion Item to be delivered to.

6. Participant's Rights in Respect of Direct Marketing

- 6.1. Once the Promotion Item has been accepted by the Participant, the Participant may rescind the above transaction without reason or penalty, by notice to the Promoter in writing, or another recorded manner and form, within five business days after the later of the date on which:
 - (a) the transaction or agreement was concluded; or
 - (b) the Promotion Items were delivered to the Participant.
- 6.2. **The Participant hereby acknowledges that it has been informed of its rights in respect of direct marketing under the Consumer Protection Act 68 of 2008, including but not limited to its rights in terms of section 32(1).**

7. General

- 7.1. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification.
- 7.2. Participants can receive up to two Promotion Items during the Promotion Period.
- 7.3. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 7.4. The Promoter may make media announcements or publish the names and/or photographs of the Participant without remuneration being made payable to the Participants, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 7.5. Should the Promotion Item not be available despite the Promoter's reasonable endeavours to procure the Promotion Item, the Promoter reserves the right to substitute the Promotion Item with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 7.6. These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.
- 7.7. The Promoter reserves the right to alter, amend or cancel this Promotion in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.

- 7.8. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winners which are not expressly contemplated as part of the Promotion Item.
- 7.9. All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Promotion or their receipt, participation, ownership and/or use of the Promotion Items. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 7.10. By accepting any Promotional Item, each Participant gives the Promoter consent to market its products and campaigns to Participant, using the details provided by the Participant, which Participants may decline by opting out via the opt out mechanism provided on the communications.
- 7.11. These Promotion Rules are also available on www.castlelite.co.za