

**ALLURE MEDIA NETWORK SURVEY PROMOTION (Game of Chance)
CONDITIONS OF ENTRY**

1. THE PROMOTER:

The Promoter is Allure Media Pty Ltd, 401/177-185 William St, Darlinghurst NSW 2010. ABN 48 122 263 352.

2. WHO MAY ENTER:

Entry is open to all Australian residents. Employees and their immediate families of the Promoter and its agencies associated with this promotion are ineligible.

The Promoter reserves the right to verify the validity of entries and disqualify any entrant who tampers with the entry process or who submits an entry that is not in accordance with these Conditions of Entry. No responsibility accepted for late, lost or misdirected entries.

3. HOW TO ENTER

To enter, entrants must complete a site survey on babble.com.au, babblebaby.com.au, defamer.com.au, gizmodo.com.au, kotaku.com.au or lifehacker.com.au and submit a valid email address at the last question.

The promotion commences 10/12/2008 at 8am AEDT and closes 16/1/2009 at 6pm AEDT. All entries must be received by the closing date. Judging will commence 19/1/2009 at 2pm AEDT.

Winner/s will be drawn randomly. The judges' decision is final and no correspondence will be entered into.

4. PRIZES:

The first winner drawn will win the major prize: one Sony Bravia 40" LCD TV (KDL-40Z4500) valued at \$3399 RRP.

The next five winners drawn will each win a \$100 Coles Group and Myer gift voucher.

Total prize value is \$3899 RRP.

Winner/s will be notified by mail and/or email and/or phone. Winner/s' names and suburbs will be published on the website that originally published the competition.

Prizes must be claimed in person unless winner is otherwise advised. The collection of prizes is the sole responsibility of the winner.

All prizes must be collected within three months from the date of winning. Prizes not collected within that period will be distributed in a second chance draw, subject to the requirements of any relevant gaming authority.

Prizes are not transferable or exchangeable and cannot be taken as cash. No responsibility is accepted for any variation in the value of prizes.

The Promoter accepts no responsibility for any tax implications that may arise from taking prizes. Independent financial advice should be sought.

If a specified prize becomes unavailable due to unforeseen circumstances, the Promoter may substitute a prize of like or equal value.

5. OWNERSHIP OF ENTRIES:

The Promoter collects entrants' personal information in order to conduct the promotion. If the information requested is not provided, the entrant may not participate in the promotion. By entering the promotion, unless otherwise advised, each entrant also agrees that the Promoter may use this information, in any media for future promotional, marketing and publicity purposes without any further reference, payment or other compensation to the entrant, including sending the entrant electronic messages. Entrants' personal information may be disclosed to State and Territory lottery departments and winners names published as required under the relevant lottery legislation. A request to access, update or correct any information should be directed to the Promoter at their address set out above.

6. EXCLUSION OF LIABILITY:

The Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for personal injury which is suffered or sustained, as a result of taking the prize, except for any liability which cannot be excluded by law. Certain legislation may imply warranties or conditions which cannot be excluded, restricted or modified except to a limited extent. These terms and conditions must be read subject to those statutory conditions. If those statutory provisions apply, The Promoter limits its liability in respect of any claim under those provisions to, at the Promoter's option: (i) the replacement of the goods or the supply of equivalent goods; (ii) the repair of the goods; (iii) the payment of the cost of replacing the goods or of acquiring equivalent goods; or (iv) the payment of having the goods repaired.

In the event of war, terrorism, state of emergency, disaster or (without limitation) any other event outside our reasonable control, the Promoter is entitled to cancel, terminate, modify or suspend the competition.

7. AUTHORISATION

Promotions conducted under these Conditions of Entry are authorised under NSW permit number LTPS/08/12377.