

MAO'S LAST DANCER

MAO'S LAST DANCER PROMOTION TERMS & CONDITIONS

CONDITIONS OF PARTICIPATION

Information on How to Enter and prizes form part of these Conditions of Entry.

Entry into this promotion deems acceptance of these Conditions of Entry as well as Booking Conditions outlined below.

Entry is open to all residents of Australia. Employees of Reading Entertainment Australia Pty Ltd and their immediate families, associated companies and advertising agencies are ineligible to enter/win.

The promotion commences 09:00am hrs AEDT, September 28, 2009 and concludes 11.59pm hrs AEDT, October 21, 2009 or whilst stocks last.

Total prize value is \$3,000 for grand prize, and approximately \$1,200 for thirty runner-up prizes. All prizes, including any unused portion, are not transferable or exchangeable, cannot be taken as cash or sold. Any attempt to resell all or any portion of the prize will result in forfeiture of the prize. The promoter accepts no responsibility for any variation in the prize value.

Prize winner must be over 18 years old.

HOW TO ENTER

To be eligible to enter, the customer must purchase a ticket to MAO'S LAST DANCER from participating Reading Cinemas or Classic Cinema during the promotional period (whilst stocks last). Upon purchase or collection of E-Tix tickets at the Box Office, the customer will receive an entry form. The entry form must be completed and submitted to Reading Cinemas or Classic Cinema, in the entry box provided.

Complimentary tickets do not qualify as a paid ticket and entries containing a complimentary ticket will be deemed invalid.

All entries validated as a correct entry will be counted as one valid entry.

PRIZES

Information on how to enter the promotion is found on the entry form distributed with ticket purchase as described in item 7.

To enter the promotion, patrons must submit a completed entry form. Patrons may enter once for each MAO'S LAST DANCER movie ticket purchased.

All entries received will be judged on skill of entry and the winner will be deemed the entrant with the most creative entry.

Grand Prize Includes:

One \$3,000 voucher for use at www.redballoondays.com.au valid for one year from end of Mao's Last Dancer promotional period.

The Promoter waives all liability regarding how the voucher is used and is responsible for providing the voucher only. Use of the voucher is solely at the winners risk.

Runner Up Prize includes:

One copy of Mao's Last Dancer book, signed by author Li Cunxin.

There are 30 to be won

Total Value = Approx \$1,200

Date and time of judging: November 6, 2009 at 10.00 AM hrs AEDT, at Reading Entertainment Pty Ltd: 98 York St, South Melbourne Victoria 3205. The judge's decision is final and no correspondence will be entered into.

Prize winner will be notified by phone with details regarding how to claim prize from Red Balloon Days www.redballoondays.com.au. The Promoter (Reading Cinemas and all associated bodies) waives all liability post-notification of winning.

Should the prize winner be unreachable via these means, the Promoter will hold the prize until 11.59pm AEST January 6, 2010. If the prize remains unclaimed to this date, the promoter will determine a second winner, as detailed in item 19.

No responsibility is taken for late, lost or misdirected entries.

The promoter will notify the winner within 10 working days of the judging. Prizes must be claimed by 11.59pm AEST January 6, 2010. Prize must be redeemed at a time agreed upon with Red Balloon Days.

Prize is:

Grand Prize:

One \$3,000 voucher for use at www.redballoondays.com.au valid for one year from end of Mao's Last Dancer promotional period.

30 x "Runner-Up Prize":

One copy of Mao's Last Dancer book, signed by author Li Cunxin. There are 30 to be won
Approximate value = \$40 each.

For Grand Prize, winner can use their voucher up to 12 months from the draw date. For Runner-Up prize, winner will be sent their prize via registered post within three weeks of acceptance of prize.

Unclaimed prize

Where the prize remains unclaimed as at 11.59pm AEST January 6, 2010 the Promoter will determine a second winner on January 7, 2010 at 10.00am hrs AEST, at Reading Entertainment Australia Pty Ltd, 98 York St, South Melbourne Victoria 3205, as is necessary to award the prize, to be determined by the Promoter in its absolute discretion but of equivalent value to the original prize.

VALIDATION

Promotional materials are void if stolen, forged, mutilated or tampered with in any way.

Printing and other quality control errors will not invalidate an otherwise valid entry.

The Promoter reserves the right to conduct security verification check at its absolute discretion. Prize winner may be required to sign a declaration confirming their eligibility to accept the prize (i.e. Statutory Declaration).

The promoter reserves the right, in its sole discretion, to disqualify any individual for tampering with the entry process, the operation of the promotion, acting in violation of these terms and conditions, acting in an unsportsmanlike or disruptive manner, or acting with the intent to annoy, abuse, threaten or harass any other person.

If for any reason the competition does not run for its duration due to tampering, unauthorized intervention, fraud, technical failures or any other cause beyond the control of the Promoter that corrupts or affects the administration, security, fairness, integrity or proper conduct of the competition, the Promoter reserves the right in its sole discretion to cancel, terminate, modify or suspend the competition or disqualify any individual who tampers with the entry process subject to state legislation.

The Promoter is not responsible for any injury or damage to entrants or any other person related to or resulting from participation in the competition.

The Promoter, and Red Balloon Days www.redballoondays.com.au and its associated companies and agencies will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss), for any personal injury suffered, as a result of participating in this Promotion, or receiving, accepting or using any prize, except for any liability which cannot be excluded by law.

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

The sharing of prizes is not permitted. Prize is not transferable or exchangeable and cannot be redeemed for cash.

If for any reason, the prize is not available, the Promoter and Paramount Pictures reserves the right to substitute it for another item, in its sole discretion, of the same recommended retail value subject to state legislation.

All entries become the property of the Promoter unless otherwise requested by the entrant. To view the Promoter's privacy policy, please visit www.readingcinemas.com.au.

Full terms and conditions available at www.readingcinemas.com.au

The Promoter is Reading Entertainment Australia Pty Ltd ABN 12 070 893 908, 98 York Street, South Melbourne, VIC 3205.

Acceptance of the MAO'S LAST DANCER prize constitutes full acceptance of these terms and conditions.



Hopscotch

