



**White King Bleach Tablets
Try Me Free Cash Back Promotion**

CONDITIONS OF ENTRY

OFFER EXTENDED – Note that the dates in clause 2 below include the offer extension. Purchase before close of business 16/03/12 and send in claim by last mail 20/03/12.

1. Information on how to claim your cash back forms part of these Conditions of Entry (Conditions). Submitting a claim for a cash back is deemed to be an acceptance of these Conditions. The Promoter may at its discretion refuse to provide a cash back to any claimant who fails to comply with these Conditions.
2. Promotion commences at 12.01am AEDST on 28/01/12 and ends at close of business on 16/03/12 (Promotion Period). Any purchase eligible to enable the claimant to claim the cash back must be made during the Promotion Period. All claims must be received by last mail on 20/03/12.
3. Entry is open to all residents of Australia aged 18 years or over.
4. Employees, directors, management, licensees and contractors of the Promoter, its related companies or agencies associated with this Promotion and the immediate families of the above listed persons are ineligible. Immediate family means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
5. To participate in the White King Bleach Tablets *Try Me Free* Cash Back Promotion, claimants must complete the following steps:
 - a. Purchase one pack of White King Bleach Tablets in either 134g Regular scent, 160g Lemon scent or 160g Eucalyptus scent (Promotion Product) from a participating store nationwide during the Promotion Period;
 - b. Visit www.whiteking.com.au and follow the promotional links to access the claim form; and
 - c. Print a hard copy of the online claim form and complete all relevant fields in full, (or complete claim form in full online and then print out a hard copy) attach a legible photocopy of their store receipt relating to the Promotion Product purchased during the Promotion Period (clearly showing the Promotion Product purchase details as per Clause 8) as proof of purchase, and mail together, so that it is received by last mail on 20/03/12 to the following address:

White King Bleach Tablets Try Me Free
PO Box 1151
Brookvale NSW 2100
6. Once a claim is received and verified by the Promoter, the claimant will receive a cash back for their purchase price of the Promotion Product, as shown on the store receipt submitted with the claim form, up to a maximum of AUD\$4.99, plus AUD\$0.60 for postage ('Cash Back'). The Cash Back will be deposited via direct debit into claimant's Australian bank account, as nominated on their claim form.
7. Claimants are responsible for all postage costs in making a claim. Claimants will receive a maximum of AUD\$0.60 to cover the standard postage cost in claiming their Cash Back.
8. To be accepted as proof of payment by the Promoter, the photocopy of the original store receipt submitted with the claim form must be: legible; verifying the date of purchase occurred during the Promotion Period; the purchase price and an eligible Promotion Product has been purchased.
9. Claimants can only make one claim per household and one claim per claim form, during the promotional period.
10. The Promoter takes no responsibility for late or misdirected claims or for any delays in posting claims or receipt of claims.
11. The Cash Backs will be deposited into the nominated Australian bank accounts only and 28 days should be allowed for processing of the refund from the date when the claim is received by the Promoter.

12. The Cash Back cannot be transferred or exchanged.
13. It is the claimant's responsibility to ensure the correct name, address and bank account details are provided on the claim form. The Promoter accepts no responsibility for Cash Backs deposited into an incorrect bank account number (where the deposit details are consistent with the claim form).
14. The Promoter's decision on any matter is final, and no correspondence will be entered into.
15. The Promoter, in its absolute discretion, reserves the right to verify the validity of all claims and claimants (including a claimant's identity, age and place of residence) and to disqualify any claimant who tampers with the claim process, including but not limited to, using techniques designed to avoid purchasing the Promotion Product, making a claim with stolen, forged, mutilated or tampered purchase receipts, or who submits a claim that is not in accordance with these Conditions. If requested to do so, the claimant must produce the original store receipt as evidence of proof of purchase. Errors and omissions will be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
16. If there is a dispute as to the identity of a claimant, the Promoter reserves the right, in its sole discretion, to determine the identity of the claimant.
17. Incomplete, indecipherable, or illegible claims will be deemed invalid. A failure to answer/complete all sections of the claim form will result in the claim being deemed invalid.
18. If for any reason this promotion is interfered with in any way or is not capable of running as planned due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right in its absolute discretion to modify the terms of the promotion, including these Conditions or to suspend, cancel or postpone the promotion, as appropriate.
19. Nothing in these Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act 2010 (Cth) or any other implied warranties under the Australian Securities and Investments Act 2001 (Cth), or any other consumer protection laws operating in any State or Territory of Australia ("Non-Excludable Guarantees"). Except for any liability that cannot be excluded by law, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.
20. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any tax liability incurred by a claimant; or (e) use of a Cash Back.
21. Any tax liability arising as a result of receiving the Cash Back is the sole responsibility of the claimant.
22. All claims become the property of the Promoter.
23. By claiming the Cash Back, each claimant consents to the Promoter using their personal information to administer the promotion and consents to the Promoter disclosing their personal information to organisations that assist the Promoter with administering the Promotion, and to any other third parties as required by law (including but not limited to agents, contractors, service providers or prize suppliers). The Promoter may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the claimant. Claimants should notify the Promoter in writing if they wish to opt-out, access, update or correct information provided to the Promoter.
24. The Promoter is Pental Products Pty Ltd (ABN 68 103 213 467) of 14 Woodruff Street, Port Melbourne, VIC 3207, Australia. Telephone (03) 9251 2311.