

TERMS & CONDITIONS OF ENTRY TO “BARBIE TOTALLY TATTOOS CONTEST”

- 1) Information on prizes and how to enter “Barbie Totally Tattoos Contest” (*Competition*) form a part of these Terms & Conditions of Entry (*Terms*).
- 2) Entry to the Competition is open to all legal residents of India who are between the ages of 4 to 6 as at 1 November 2009 (each an *Entrant* and collectively *Entrants*). Purchase is necessary to enter the Competition. All Entrants must seek parental or guardian approval before participating in the Competition. It will be the responsibility of parents or guardians to monitor their children’s participation in this Competition. Employees (and their immediate families) of the Promoter (as defined in paragraph 19 below) and Promoter’s related companies and advertising agencies may not enter the Competition.
- 3) Entry to the Competition is via: (i) short message services (*SMS*) “BTT”<space> ‘A’/ ‘B’/ ‘C’” to the number “58558” (*Competition SMS Number*) as such services are provided by Mobile2win India Pvt. Ltd. (*M2W*) or (ii) logging on to the Uniform Resource Locator- www.cartoonnetworkindia.com (*Website*) and clicking on the link provided on the main page of the Website to enter the Competition. Entrants will be solely responsible for all charges incurred in participating in the Competition, including any internet and, or mobile phone charges. Each SMS sent by an Entrant will cost each him or her a maximum amount of Rs. 3.00 per SMS, inclusive of any applicable mobile phone operator charge, and any applicable taxes, levies or duties. Entrants may enter the Competition via any or both of the above two entry mechanisms, as many times as they wish, provided that each entry is separately submitted.
- 4) Entry to the Competition commences on 15 December 2009 and closes at 00.00 hrs on 4 January 2010 (*Competition Period*). By entering the Competition, Entrants accept these Terms.
- 5) The prize selection for the Competition will take place at the office of the Promoter on 4 February 2010 at 12:00 pm (India Standard Time).
- 6) During the Competition Period, the Entrants will be required to watch television commercial for the Competition and answer a simple question everyday “What do you get with a Totally Tattoos Barbie?” The choices of answer will be given as “A. Tattoo Stamper” or “B. 40 Tattoos for Barbie and you” or “C. All of the above”. Entrants will have to submit their answer to the Competition SMS Number as “BTT<space> ‘A’ or ‘B’ or ‘C’”. If the answer submitted is incorrect, reply SMS will be delivered stating, “Incorrect answer. Please try again”. If the answer is correct, reply SMS will be delivered stating, “You now stand a chance to win a daily prize, to win the mega prize log on to www.cartoonnetworkindia.com”. During the Competition Period, Promoters will select a total 40 (forty) daily prize winners (*Daily Prize Winners*) randomly from among the correct entries received on each day. Each of the Daily Prize Winners will receive a *Barbie* doll (color change hair mermaid-pink) worth INR 449/- (Rupees four hundred fifty nine only), *Barbie* pink fairy doll worth INR 449/- (Rupees four hundred fifty nine only), *Barbie* happy graduation 2009 doll worth INR 449/- (Rupees four hundred fifty nine only) or *Barbie* wedding day sparkle doll worth INR 699/- (Rupees six hundred ninety nine only) (each a *Daily Prize* and collectively *Daily Prizes*).
- 7) To participate to win the Mega Prize (defined below), Entrants will be required to purchase a *Barbie* totally tattoo doll set and create a stylish look of *Barbie* doll and themselves with the help of tattoos. Entrants will be required to take a picture of the stylishly tattooed *Barbie* doll and themselves and upload the same on the Website. During the Competition Period, Promoters will select a total of 20 (twenty) mega prize winners (*Mega Prize Winners*) from among the correct entries received at the end of the Competition based on the best look of Barbie and themselves. Each of the Mega Prize Winners will receive a *Barbie* totally styling tattoo doll worth INR 1199/- (Rupees one thousand one hundred ninety nine only) or a *Barbie* play set worth INR 1299/- (Rupees one thousand two hundred ninety nine only) (*Mega Prize*).

- 8) The Promoters will therefore select a total of 60 Winners (defined below) to the Competition. The Daily Prizes and Mega Prize shall collectively be referred to as **Prizes**. The Daily Prize Winners and Mega Prize Winners shall collectively be referred to as **Winners**.
- 9) The total value of the Prizes is approximately INR 45,440/- (Rupees forty five thousand four hundred forty only). The Promoters' decision is based on a set of pre-determined criteria and their decision will be final and binding. No correspondence will be entered into about the Competition or the Promoter's decision(s). The Prizes are not transferable and not redeemable for cash. Promoter accepts no responsibility for any variation in the value of the Prizes (or any part of them) or for lost, damaged or misdirected Prizes or mail. Promoter reserves the right to substitute any Prizes (or any part of them) for an item of similar value. The specifications and brand (as applicable) of the Prizes may change midway, before or after the commencement of the Competition at the sole discretion of the Promoter. The Promoter is not responsible for the service and support of the Prizes after they are delivered to the Winners.
- 10) Winners will be notified by (i) telephone to the telephone number submitted with such participant's entry or (ii) email to the address submitted with participant's entry. The Promoter reserve the right to use any other method or medium deemed fit in its sole and absolute discretion for the purpose of announcing the Winners. Upon request, the Winners may be required to provide their contact details, passport/identity number, proof of residency, proof of age and/or any other details deemed necessary and relevant by the Promoter in its sole discretion prior to the collection of any Prizes. If the Prize is declined, unclaimed or unable to be claimed, or if a Winner cannot be contacted from the details supplied, the Promoter may direct the judges to select the next best and valid entry from the entries received as an alternative Winner at its sole discretion.
- 11) The Prizes letters will be couriered to the Winners at the address given at registration for the Competition on or before 4 March 2010.
- 12) The Winners and their parents or guardians may, at the absolute discretion of the Promoter, be required to execute a deed of release and indemnity in a form prescribed by the Promoter in order to receive the Prizes. All Prizes will be awarded to the Winner's parent or guardian as all Winners will be between the ages of four and fourteen. It is the sole responsibility of the Winners' parents or guardians to monitor or supervise the use of any of the Prizes.
- 13) By entering into this Competition, each Entrant and his or her parent or guardian is deemed to have granted Promoter the right, at its sole and absolute discretion, to use the nickname, names, photographs, voice or video recordings and entries of such Entrant and/or representatives of such Entrant without obtaining any other further consent or making any payment whatsoever to such Entrant and/or the representatives of such Entrant for publicity, advertising, trade or promotion purposes in any media.
- 14) Entrants' personal information (**PI**) will be collected to enable the Promoter to administer and promote this Competition and the Winners. The PI of Winners may be provided to others assisting the Promoter in this regard, including the Promoter's affiliates and to authorities that regulate this Competition (if applicable). If an Entrant does not truthfully provide all requested PI, the Promoter may determine that such Entrant is not eligible to win a Prize in this Competition.
- 15) All entries and all copyright and other rights in such entries become the property of the Promoter. By entering the Competition (unless otherwise advised by the Entrant), each Entrant consents to the information submitted with their entry being entered into a database and to the use by the Promoter and/or its affiliates of this information in any media in accordance with the Promoter's online privacy policy (located on Uniform Resources Locator at <http://www.cartoonnetworkindia.com/jsp/help/privacy.jsp>) for future promotional, marketing and publicity purposes without any further reference or payment or other compensation to the Entrant. All personal details (including the PI) of the Entrants will be stored at the office of the Promoter in accordance with the Promoter's online privacy policy. Any request to access, update or correct any information should be directed to the Promoter at the address as listed below. The database information or any part of it may be provided to the Promoter's affiliates in the Philippines, Hong Kong, the United Kingdom or the United States of America for the stated purposes.

- 16) To the extent permitted by law, the Promoter makes no representations or warranties as to the quality, suitability or merchantability of any of the Prizes. To the extent permitted by law, the Promoter shall not be liable for any loss or damage whatsoever that may be suffered, or for any personal injury that may be suffered, as a result of participating in the Competition or using any of the Prizes.
- 17) The Promoter reserves the right in its sole discretion to disqualify any Entrant who tampers with the entry process and, subject to the approval of those authorities which have issued permits for the conduct of this Competition, to cancel, terminate, modify or suspend the Competition if, for any reason, this Competition is not capable of running as planned, including but not limited to reasons of infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of Promoter that corrupt or affect the administration security, fairness, integrity or proper conduct of this Competition.
- 18) The Promoter assumes no responsibility for any error, omission, interruption, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of, entries. The Promoter also does not accept the responsibility for any delayed SMS or SMS that cannot be delivered due to connection issues (failed/partial transmission), malfunctions, inaccessibility, unavailability, out of coverage areas, traffic congestion, acts or omission of service providers or unauthorised use of a mobile phone in relation to this Competition. The Promoter and M2W are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Promoter or M2W on account of technical problems or traffic congestion on the Internet or at any web site, or any combination of the above (as applicable), including any injury or damage to any entrant's or any other person's computer related to or resulting from participation or downloading any materials in or in connection with this Competition or failure of any entry to be received by the Promoter. **CAUTION:** any attempt to deliberately damage any website or the information on a website, or to otherwise undermine the legitimate operation of this Competition may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, the Promoter reserves the right to seek damages to the fullest extent permitted by law.
- 19) The Promoter is Turner International India Pvt. Ltd. Its office is at Ground Floor, Empire Mills, 414 Senapati Bapat Marg, Lower Parel, Mumbai 400013.

None of the above paragraphs limits any other.

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