

Contest Terms and Conditions

Mamee Products

1. Mamee Monster

No.1 in Volume Sales in Total Peninsular Malaysia in Other Shapes segment within Snacks Category.

Mamee-Double Decker (M) Sdn. Bhd. calculation based in part on data reported by The Nielsen Company through its Retail Audit for the Snacks Category for 12 months ending July 2014 in Total Peninsular Malaysia (Copyright © 2014, The Nielsen Company (M) Sdn Bhd).

2. Mister Potato

No.1 in Volume Sales in Total Peninsular Malaysia in Potato Chips segment within Snacks Category.

Mamee-Double Decker (M) Sdn. Bhd. calculation based in part on data reported by The Nielsen Company through its Retail Audit for the Snacks Category for 12 months ending July 2014 in Total Peninsular Malaysia (Copyright © 2014, The Nielsen Company (M) Sdn Bhd).

3. Mamee Chef

Mamee Chef Curry Laksa Cup is the No.1 Instant Cup Noodles in the world, as claimed by www.ramenrater.com.

Organizer & Eligibility

4. The **'Raikan No. 1 Mamee' ["Contest"]** contest is organized by Mamee-Double Decker (M) Sdn. Bhd. **["MDD" / 'Organizer']** and is open to all Malaysian citizens aged 18 and above that owns a valid MyKad as of 14th November 2014 **["Participant"]**.
5. Individuals belonging to the groups listed below are not eligible for this contest:
 - a) The staff of the Organizer [including all its subsidiaries and related companies] and their immediate family members [child, parents, siblings, spouses]; and/or
 - b) Representatives, staffs, workers and/or agents of suppliers of SMS, facebook, advertising and/or promotional services to the Organizer [including all its subsidiaries and related companies], and their immediate family members [child, parents, siblings, spouses]; and/or
 - c) Individuals that have a direct relationship or connection with any staff of the Organizer [including all its subsidiaries and related companies]

6. Additional terms and conditions for entries via Short Messaging Service [**“SMS”**]

- a) This contest is open to all pre and post-paid customers of Celcom, DiGi and/or Maxis who are also Malaysian citizens, aged 18 and above.
- b) RM0.30 will be charged for every SMS received by the Participant and all SMSes sent by the Participant will be subject to the standard SMS rates charged by the Telecommunications Service Provider subscribed to by the Participant.
- c) The bill payer will be held responsible by the Organizer in the event of disputes. The Organizer will not be held responsible for any misuse or abuse of the IC or phone number of said bill payer by any other fellow participants entering the contest.
- d) By granting permission for the use of their handphone numbers – the bill payers acknowledge and are bound to these Terms and Conditions.
- e) For the purpose of this Term and Condition, the term “Bill Payer” refers to the individual, company or entity that is mentioned specifically in the registration or subscription form that was used to obtain said services from the Telecommunications Service Provider, which was subsequently approved and received.

Period

7. This Contest will commence from midnight 0:00:00, 15th November 2014 and will end on 23:59:59, 22nd February 2015 night [**“Contest Period”**]. The Organizer has the right to make any amendments to the Contest Period at any time without any notice. All SMS or facebook page entries received after 22nd February 2015 will be void.

Entry Submission & Eligibility Criteria

8. To enter this Contest, participants are required to purchase any participating Mamee products (refer to the **“Purchase Table”** or these websites i) [**facebook.com/misterpotatocrisps**](https://www.facebook.com/misterpotatocrisps) ii) [**facebook.com/mymameemonster**](https://www.facebook.com/mymameemonster) iii) [**facebook.com/mymameechef**](https://www.facebook.com/mymameechef)

Purchase Table and Unique Code

9. Participants are required to obtain the unique code from the Mamee products listed below.

a. Mister Potato Crisps 160g - Original, Hot & Spicy, BBQ, Tomato, Sour Cream & Onion, Fiery Hot & Spicy



b. Mamee Monster Family Pack 10x25g - BBQ, Chicken



- c. Mamee Chef Bundle Pack 4x72g, 4x80g - Curry Laksa, Creamy Tom Yam, Spicy Chicken Shiitake Mushroom



- d. Mamee Chef Gold Recipe Bundle Pack Mi/Bihun 4+1x94g, 4+1x76g - Mi Kari Seribu Rasa, Bihun Kari Seribu Rasa



e. Mamee Chef Cup 72g, 62g - Curry Laksa, Creamy Tom Yam, Spicy Chicken Shiitake Mushroom



f. Mamee Chef Cup Bundle Pack 3x72g, 3x62g - Curry Laksa, Creamy Tom Yam, Spicy Chicken Shiitake Mushroom



10. How do we obtain the Unique Code from the participating Mamee products?

- a) Mister Potato Crisps 160g : Unique Code is printed on the foil cover of the cap.
- b) Mamee Chef Gold Recipe Bundle Pack 4 + 1x94g , dan 4 + 1x76g : Unique Code is printed on the inside of the bundle packaging or is also obtainable on the inside of the individual packs.
- c) Chef Mamee Bundle 4x80g , 4x72g : The Unique Code is printed on the inside of the individual packs.
- d) Mamee Chef Cup 72g , 62g : The Unique Code is printed on the bottom of the cup/product.
- e) Mamee Monster Family Pack 10x25g : The Unique Code can be found on a card in the packaging.

11. Participants can submit as many entries as they wish as long as each entry must include one Unique Code from a participating Mamee product:

- a) Participants are required to keep all cards, packagings and/or foil covers printed with the Unique Code which they've used in their entries as proof of purchase. The Organizer, MDD has the right to void a Participant's entry with immediate effect should the Participant fail to do so.

12. Each and every **ONE (1)** Mamee product Unique Code is valid for only **ONE (1)** entry only. Please refer to the points allocation structure for the points available for each correct answer based on the participating Mamee product.

13. Points allocation structure are as below:



MAMEE Chef Gold Recipe Bundle
5 x 80g / 5 x 72g
7 points



MAMEE Chef Bundle
5 x 80g / 5 x 72g
5 points



MAMEE Chef Cup
5 x 72g
2 points



MAMEE Chef Cup Multipack
3 x 72g
2 points each (cup)



MAMEE Monster Family Pack
10 x 25g
3 points



Mister Potato Crisps
160g
3 points

Participation/Entry Method

14. Participants may enter the contest via two [2] methods as explained below:

a) Method 1 – Entry via Short Messaging System [“SMS”]

- For entries submitted via SMS, Participants must submit by typing the below message:
 - **MAMEE<space>Unique Code<space>Answer<space>IC<space>Full Name**
 - **Example: Mamee ABC12345 B 780909105999 Ali Bin Ahmad**
 - Send your SMS entry to **36322**
- Example of the SMS response that the Participant will receive:

- (RM0.30) TKasih. SIMPAN KOD SBG BUKTI PEMBELIAN. Tempoh Peraduan: 15 Nov 2014 – 22 Feb 2015. Jumlah Mata Harian: 1. Tertera kepada terma dan syarat peraduan.
- Proof of SMS entry submission is not proof of SMS entry receipt by the Organizer's SMS system.

b) Method 2 – Entry via FACEBOOK webpage

- Participants must be a registered Facebook.com [“Webpage”] user. Please refer to the binding privacy policy and terms and conditions for all Facebook.com members and users.
- To enter, Participants need to click on these Facebook pages i) [facebook.com/misterpotatocrisps](https://www.facebook.com/misterpotatocrisps) or ii) [facebook.com/mymameemonster](https://www.facebook.com/mymameemonster) or iii) [facebook.com/mymameechef](https://www.facebook.com/mymameechef)
- Participants can then enter the contest via the contest app ‘**Raikan No. 1 Mamee**’.
- Participants need to enter the Unique Code and answers when entering the contest via this app.
- For entry submission, Participants need only fill up all requested details accurately. Incomplete entries are void.
- Participants entering the contest via this Facebook app will also be required to keep all Mamee products Unique Codes as proof of purchase.

15. All complete entries with correct answers and Unique Codes included will be accepted as eligible entries.

Bonus Points

16. To obtain Bonus Points, Participants can visit the MDD “Road Show” and obtain the bonus points scratch cards.

Contest Phases

17. The Contest is divided into three (3) months as per below:

<u>Period</u>	<u>Contest Phase</u>
Month 1	15 November 2014 – 14 December 2014
Month 2	15 December 2014 – 14 January 2015
Month 3	15 January 2015 – 22 February 2015

Winner Selection, Contest Prizes and Daily Winners Announcement

18. Winners will be selected EVERY DAY and the contest period that will be used is between 0:00:00 AM - 23:59:59 PM.

19. The points will be tabulated and reset on a daily basis.

20. There are a total of 1,200 prizes for this Daily Winners contest, divided into 12 winners daily.
21. (Daily) prizes are as below:
 - a. Daily Grand Prize - Smartphone - iPhone 6 x 1 winner daily
 - b. Daily Second Prize - Smartphone - Mi 1S x 1 winner daily
 - c. Daily Third Prize - Powerbank – Mi x 10 winner daily
22. Participants can submit unlimited entries but every Participant can only win ONE (1) prize in each contest phase.
23. Daily prize winners at every contest phase will be determined in the manner below:
 - a. The Participant with the highest tally of correct answers and points will win the Daily Grand Prize.
 - b. The Participant with the second highest tally of correct answers and points earns the Daily Second Prize.
 - c. The Participants with the third highest tally of correct answers and points until the twelfth highest will win the Daily Third Prize.
 - d. In the event of a draw between Participants, the winner will be the Participant with the earlier entry.
 - e. Every daily winner will receive a call (Mon – Fri, 12:00pm – 5:00pm) from the Organizer with ONE (1) question that needs to be answered within the stipulated period. If said winner fails to answer the question correctly, the next winning participant will be contacted.

- f. Daily prize winners must present their proof of purchases within SEVEN (7) days after being contacted by the Organizer. Failure to do so will result in the Participant losing his/her eligibility and claim.
 - g. Daily winners will be announced at 10:00pm the following day in the Mister Potato, Mamee Chef and Mamee Monster Facebook Webpages (Example: Winners for the 2nd December will be announced at 10:00pm on the 3rd December and so on). MDD will not be responsible for any technical faults on the side of the Webpage hosts, or any parties that provides the internet services to their users.
24. Prizes are given “as it is” and the Organizer has the right to amend the specifications and colour of the prize given out. The specifications and real colour of the prizes may differ from the visuals and images shown in the contest form and other forms of printed media.
25. The risks of redeeming prizes are in the hands of the prize winners. All relevant costs and expenses to redeem one’s prizes and the prize’s product warranty from the manufacturer/supplier are borne by the winners themselves.

Judging Criteria

26. The decisions made by the judges/the Organizer are final, binding and indisputable. Any form of disputes and/or complaints through any kinds of medium will not be entertained.

Winner's Notice

27. Winners will be notified via Short Messaging System and phone call. Each daily winner will receive a call (Mon – Fri, 12:00pm – 5:00pm) from the Organizer.
28. Upon being declared a winner, winners must submit the proof of purchases to MDD within seven (7) days, after which said prizes will be available to be redeemed or delivered to the winners within three (3) months of the purchase date. Redemptions or claims outside of this period will not be valid and will be void. The Organizer will not entertain any requests to extend the prize redemption or claim period.
29. The Organizer has the right to revoke the eligibility of winning participants who failed to comply with the prize redemption procedures set out by the Organizer. The Organizer will not be responsible for missing or late notices that were caused by factors outside of the Organizer's control.
30. Winners will be announced on Webpages or any other medium deemed suitable by the Organizer. In the event that a winner did not receive any notices, the notifications on the Webpages or any medium deemed suitable by the Organizer will be deemed a sufficient supplement. Any requests to extend the prize redemption and claim by any winners citing excuses or reasons of them not receiving notices will not be entertained by the Organizer.
31. The Organizer has the right to appoint a third party to facilitate the winner validation process and also the delivery process of the prizes.

Organizer Rights

32. The Organizer, and its sponsors will also not be responsible or be made responsible for:

- any mistakes, errors or malfunctions (including errors in notifying winners), exclusions, disturbances, cuts, deformities, operational or transmission delays, connection failures, theft, destructions, amendments, or unauthorized access for entries, or loss or delayed entries, whichever that arose during operation, transmission or otherwise caused by server malfunctions, viruses, bugs or other causes out of their control.
- lost or late entries or entries that could not be submitted for whatever reason aside from the sole oversight or carelessness on the part of the Organizer. Proof of submission will not be accepted as proof that the entry had been submitted. The Organizer has set up the Contest to run “as things are”.
- this term and condition is regulated by Malaysian law. All disputes or anything in nature similar or related are subject to the exclusive jurisdiction of the Malaysian court.
- any incorrect or inaccurate entry details, regardless if it originated from its customers or from any tools or relevant programming used in this Contest or was caused by a technical or human error that may take place while processing the Contest entries.

33. The Organizer has the right to void the participants’ eligibility automatically for any incomplete or late entries or also entries without a valid proof of purchase.

34. The Organizer has the right to replace Contest prizes with other prizes of equal value without prior notice.
35. Participants and winners will bear in full and be responsible for any liabilities, unexpected incidents, injuries, malfunctions, claims or accidents (including death) that were caused by them entering this Contest or during their redemption and/or usage of Contest prizes and they agree to relieve the Organizer and its agencies from any claims be it for any forms of injuries, accidents, loss of life or economical losses and others.

Publicity

36. The acceptance of contest prizes are taken as permission being granted to the Organizer and its agencies to use the name and/or the photo of the participants for publicity, advertising and/or marketing purposes without prior notice and/or compensations.

Adhering to Contest Terms and Conditions

37. Besides these Terms and Conditions, all other conditions and methods for entering this contest as stated in
- i) [facebook.com/misterpotatocrisps](https://www.facebook.com/misterpotatocrisps) or ii) [facebook.com/mymameemonster](https://www.facebook.com/mymameemonster) or iii) [facebook.com/mymameechef](https://www.facebook.com/mymameechef) or otherwise are binding to all Participants and their Contest entries.

38. In the event of any contradictions that involve these Terms and Conditions with any other terms contained in any other promotional collateral for this Contest, the terms found in i) [facebook.com/misterpotatocrisps](https://www.facebook.com/misterpotatocrisps) or ii) [facebook.com/mymameemonster](https://www.facebook.com/mymameemonster) or iii) [facebook.com/mymameechef](https://www.facebook.com/mymameechef) will take precedence and be utilized.
39. By entering this Contest, Participants are presumed to have read and agree with all the terms and conditions contained here and will adhere to all and/or any decisions that have been made by the Organizer.
40. In the event of any confusion or conflicting messages between the English and Bahasa Melayu versions of the terms and conditions, the English version will take precedence and be utilized.

Changes to the Terms and Conditions

41. The Organizer has the right to change, amend, exclude or add the Contest Terms and Conditions without prior notice, at any point of time and all Participants are bound to these changes.

Suspension

42. The Organizer also has the right to void or cancel, redesign, suspend or postpone this Contest in the event of any unexpected circumstances outside of its reasonable control.

Data Protection

43. By participating in this contest and/or providing your personal data to the Organizer, you warrant and represent that you have read and understood the Privacy Policy enclosed to these Terms and Conditions and you consent to the Organizer's processing of your personal data in accordance with said Privacy Policy. You agree to indemnify, defend, and hold the Organizer harmless against any loss, damages, costs, claims, actions, or liabilities occurring due to your breach of the aforesaid warranty and representation.

44. The Organizer has taken the relevant cautionary and security measures to ensure the safekeeping all of the Participants' personal data, and requires all third party data processors to comply to the same measures. Please note, however, that the Organizer can present the Participants' personal data should it be required to do so by the law, or by a search warrant, subpoena, or court order.