

## FLYING FISH 5 FM LIVE LOUD EVENT PROMOTION RULES

1. This promotion ("Promotion") is run by The South African Breweries (Proprietary) Limited and 5 FM ("Promoters"), and is open to all persons of 18 years or older, except the employees, of Promoters, and their immediate families, Promoters advertising and promotion agencies and associated companies.
2. These Promotion rules apply in addition to the 5FM General Competition Rules, and may be amended without recourse, by the Promoters at any time during the Promotion. The Promoter reserves the right to alter, amend or cancel this Promotion in part or in its entirety. The 5FM General Competition Rules can be viewed at [www.5fm.co.za](http://www.5fm.co.za) . These rules can be viewed at [www.addsomeflavour.co.za](http://www.addsomeflavour.co.za)
3. These Promotion rules and any amendments thereto, will be interpreted by the Promoter only.
4. Participation by all Participants constitutes acceptance of these Promotion rules.
5. The Promotion is only valid for the duration of the 5 FM LIVE LOUD EVENT ("Event") – 12 September 2015.
6. **Promotion Participant rules:**

During the Event, a roaming photographer will be snapping pictures of adult consumers at the event, enjoying a Flying Fish Premium Flavoured Beer. Periodically, a photo of one of these consumers will appear on the big screen in the venue. The consumer whose picture appears on the big screen will be entitled to receive one free Flying Fish Premium Flavoured Beer at the "Flavourfontein Promo bar" during the event only – PROVIDED that the consumer is at least 18 years old. Promoters will be entitled to request photo ID of the consumer requesting the free beer. In the event that the Promoters doubt that the consumer is at least 18 years old, the bar personnel will be entitled to refuse to serve the consumer. The Promoters will not be liable for any claim as a result of any such refusal.
7. The free Flying Fish Premium Flavoured Beer cannot be transferred, exchanged for its cash value or for an alternate prize.
8. Promoters reserve the right to publicise the photographs of the Participant consumers in connection with the Promotion in all media, including social media platforms. The consumers may elect to expressly decline this.
9. All Participants indemnify Promoters and their associated companies (directors, officers and employees) and agents, against any / all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever from their participation in any way howsoever in this Promotion. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.