

U-R-MANLY CHALLENGE PROMOTION

CONDITIONS OF ENTRY CHALLENGERS & VOTERS

1. Information on how to enter, mechanics of entry and Prizes form part of these Conditions of Entry. Entry into the promotion is deemed acceptance of these Conditions of Entry.
2. The promotion is open to NRL fans who;
 - a. are residents of New South Wales, aged 16 years or older; and
 - b. are not employees (or immediate family of such employees) of the Promoter, or any of its related corporations or any of the agencies associated with the Promotion (including suppliers of the prize); and
 - c. If an entrant is under 18 years of age they must seek their parent or guardian's permission prior to entering the promotion.

Immediate family members means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child, parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.

3. The promotion commences at 12.01pm (AEST) on 20 July 2017 and closes at 11.59am (AEST) on 5 August 2017 ("**Promotion Period**"). The promotion is made up of sixteen (16) Daily Entry Periods. The start of each Daily Entry Period will be 12.01pm and the close will be 11.59am the following day (from 21 July 2017 to 6 August 2017).
4. To enter this promotion, Eligible Entrants must;
 - a. click on www.urmanlychallenge.com.au and complete the online entry form (including name, phone number, email address, and age).
 - b. Upload a 15 second video (approx. 15 secs) on either their mobile phone or desktop of themselves performing a cheerleading style audition.
 - c. Upload the same 15 second video to their own Instagram (must be a public account), tag `urm_group` and hash tag `#URManly` and `#WeAreManly`, along with a 15 words or less caption as to why they think they deserve to be U-R-Manly winner.
 - d. be able to accept all elements of the Semi Final or Grand Prize if they are a winner.

("Eligible Entry")

5. This is a Game of Skill and chance plays no part in determining the winners.

Up to five (5) of the best and most creative 'audition' videos from the previous entry period of 12.01pm (AEST) to 11.59am (AEST) will be determined by the judges each day. The determination of the best audition videos and captions will be held daily at 5.00pm (AEST) at URM Group, 7/15 Help Street Chatswood, NSW, 2067. The entrants will be sent a direct message via Instagram on their post to publicly advise them and their fans that they have qualified to the Voting stage.

Voting stage: The best audition videos and captions will be uploaded daily to URM's Instagram page where Voters can make their vote by 'Liking' an entry and submitting a comment (in 15 words or less) on Instagram as to why they think the entry should be a Semi

Finalist. Voting will be closed at 11.59am (AEST) on 7 August 2017. The four (4) entries with the highest number of 'Likes' at the close date & time will be the 4 Semi Finalists. In the case of a tied result the judges appointed by the Promoter will determine the Semi Finalists based on skill and creativity. The 4 Semi Finalists will be announced on URM's Instagram and Facebook pages at 5.00pm on 7 August 2017, and notified in writing via direct message via Instagram on their entry to publicly advise them they are a Semi Finalist.

Voters: Voters who follow urm_group and 'like' an entry and submit a comment as to why they think the entry should be a Semi Finalist will be entered in a judging for the most creative comment. The two (2) judgings will take place to determine the best & most creative comment applicable to the entry, and will be held at 5.00pm (AEST) at URM Group, 7/15 Help Street Chatswood, NSW, 2067 on 27 July 2017 (from all comments received from 12.01pm (AEST) on 20 July 2017 to 11.59am (AEST) on 27 July 2017); and 7 August 2017 (from all comments received from 12.01pm (AEST) on 27 July 2017 to 11.59am (AEST) on 7 August 2017). Winning Voters will be notified in writing on the day of the applicable judging.

The 5 best votes in each judging will each receive a Manly Sea Eagles jersey valued at \$160. Ten (10) jerseys to be won with a total value of \$1600.

6. Entries & votes will be deemed accepted at the time of transmission if all mandatory fields are completed. In any dispute relating to whether entries have been received or not will be determined by the Promoter (whose decision is final). Incomplete, inaccurate, underage, erroneous, ineligible or incomprehensible entries will be deemed invalid. The Promoter accepts no responsibility for late, lost or misdirected entries.
7. Entrants acknowledge that all content posted on Instagram and Facebook must be in accordance with Instagram (<http://instagram.com/about/legal/terms/>) and Facebook (<https://www.facebook.com/legal/terms>) terms.
8. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram or Facebook.
9. Any entry that contains content that the Promoter, in its sole discretion, considers to be offensive or inappropriate in any way or that the Promoter considers, in its sole discretion, to infringe any intellectual property rights or other rights of any person, corporation or entity, will be considered ineligible. The decision to accept or reject an entry is at the Promoter's sole discretion and no correspondence will be entered into.
10. The Promoter, its affiliates and agents are not responsible in any way for the content or descriptions included by entrants, nor do they necessarily endorse the content or descriptions. Entries received must be the original work of the entrant. People included in any videos submitted must be 16 years of age or older (the entrant must have parental or guardian permission to upload any image of a person under 18 years of age). Entries received during the Promotion Period will be individually moderated by representatives of the Promoter to ensure content posted is not illegal, threatening, defamatory, invasive of privacy, infringing of intellectual property rights, indecent, libellous, hateful, obscene, or otherwise injurious to third parties or are otherwise objectionable.
11. **Prizes:** The 4 Semi Finalists will each be awarded a Semi Finalist prize which includes 4 General Admission tickets to the game and entry for themselves and three friends in a fully catered corporate box at Brookvale Oval on 2 September 2017.

Additionally, the 4 Semi Finalists must be available to train with the Manly Sea-Birds cheerleading squad at a special training session (date and time to be determined by the Promoter) in the week leading up to their performance at the Manly Sea Eagles home game at Brookvale Oval on 2 September 2017.

The value of each Semi Finalist prize is \$1258.40. Total value of all Semi Finalist prizes is \$5033.60.

To win the Grand Prize, each Semi Finalist must perform in front of the crowd with the Manly Sea Birds cheerleading squad before kick-off on 2 September 2017 (in a cheerleader's style uniform) in a bid to win the U-R-Manly Trophy and Grand Prize. The three (3) Semi Finalists will each receive a U-R-Manly Medal. The Grand Prize winner will be determined by the highest number of 'Likes' a Semi Finalist receives within ten (10) minutes of the last Semi Finalist performance. The Grand Prize winner will be announced at half time during the game at Brookvale Oval via public address system and in writing to the Grand Prize winner on 2 September 2017. The Grand Prize winner will then have the option of watching the 2nd half alongside the Sea Birds from the sidelines.

The Grand Prize winner will receive 2 x General Admission Grand Final tickets to the 2017 NRL Grand Final on 1 October 2017 at ANZ Stadium, Sydney Olympic Park. Total value of Grand Final prize is \$700.

Voter Prize: Voters who 'Like' one of the 4 Semi Finalists and include a comment in 15 words or less as to why they think the applicable Semi Finalist should win will be entered in the judging to receive a signed Manly Sea Eagles jersey valued at \$500. The Grand Vote who enters the most creative comment on 2 September 2017) as determined by the judges at Brookvale Oval will be the winner. The Prize winner will be announced at half time during the game at Brookvale Oval via public address system and in writing to the Grand Voter Prize winner on 2 September 2017.

In the unforeseen event of a disruption of wifi/data or network services at the oval the winners will be determined at the sole discretion of a panel appointed by the promoter.

12. The total maximum value of all prizes is \$7833.60.
13. For any unclaimed or forfeited Semi Finalist or Voter prize, the promoter will conduct a rejudging of the entries or votes at the same time and location as the original judging on 21 August 2017. The winner/s will be the entrant/voters who have entered the next best and most creative entry. Any winners will be notified in writing on 21 August 2017.

For any unclaimed or forfeited Grand Prize or Grand Voter Prize, the promoter will conduct a rejudging of the entries or votes at the same time and location as the original judging on 15 September 2017. The winner/s will be the entrant/voters who have entered the next best and most creative entry. Any winners will be notified in writing on 15 September 2017.

14. Prizes must be taken as offered and cannot be varied. Travel to and from prize locations is not included in any prize and is the sole responsibility of the winners. The Promoter accepts no responsibility for any tax implications that may arise from the Prize winnings. Independent financial advice should be sought. Prize value are recommended retail price including GST.
15. Prize may be transferred at the discretion of the Promoter. Prize is not exchangeable or redeemable for cash or any other goods or services nor can it be re-sold or taken in parts. The Promoter accepts no responsibility for any variation in the value, performance, or availability of the prize. The Promoter reserves the right to amend or substitute the advertised prize for a prize of equivalent or greater retail value if, for any reason beyond the Promoter's control, the Promoter is not able to give the prize-winner the advertised prize, subject to State legislation. Any incidental costs relating to the prize are the responsibility of each winner.
16. The prize is subject to the standard terms and conditions of individual prize.

17. Prizes are subject to availability. In the event an element of a prize outlined is cancelled or postponed for any reason, the winner forfeits the specified element and no cash or alternative offer will be granted in lieu of that part of the prize.
18. To the full extent permitted by law, the Promoter, its associated companies and agencies exclude all liability for any loss (including any damage, claim, injury, cost or expense) which is suffered or incurred by any Entrant and/or prize winner in connection with the Promotion or prizes, including:
 - a) any indirect, economic or consequential loss or loss of profits;
 - b) any loss arising from the negligence of the Promoter, their associated companies and agencies;
 - c) any liability for personal injury or death.
19. The Promoter, other entities associated with this competition and its related bodies corporate, and each of their officers, employees and agents shall not be liable for and shall be held harmless in respect of any loss, damage, or injury whatsoever which is suffered (including but not limited to direct or consequential loss) or sustained, as a result of or arising from a winner's acceptance and use of the prize, except to the extent that any such liability cannot be excluded by law.
20. Entrants can only enter in their own name. Entrants who provide incorrect, misleading or fraudulent information are ineligible to participate in the promotion and all entries of an Entrant who is deemed by the Promoter to have provided incorrect, misleading or fraudulent information may, at the discretion of the Promoter, be deemed invalid. The Promoter reserves the right to request the Entrant produce (within the requested time) appropriate photo identification or other documentation (to the Promoter's satisfaction, at its sole discretion) in order to confirm the Entrant's identity, age, residential address, eligibility to enter and claim a Prize, and any information submitted by the Entrant in entering the promotion, before issuing a Prize. If the documentation required by the Promoter is not received by the Promoter (or its nominated agent) or an Entrant or entry has not been verified or validated to the Promoter's satisfaction then all the entries of that Entrant will be ineligible and deemed invalid.
21. It is a condition of accepting a Prize that the winner may be required to sign a legal release in a form determined by the Promoter in its absolute discretion.
22. A Prize will only be awarded following any winner validation and verification that the Promoter requires in its sole discretion.
23. The use of any automated entry software or any mechanical, electronic or other means that allows an Entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that Entrant invalid.
24. The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect or consequential loss), damage, personal injury or death which is suffered or sustained (including but not limited to that arising from any person's negligence) in connection with taking any Prize or using any Prize, except any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).
25. The Promoter and its associated agencies and companies are not responsible for any problems, delays or technical malfunction of any telephone or network or lines, servers or providers, computer equipment, software, technical problems or traffic congestion on a network or a mobile network or any combination thereof, or any other technical failures including any damage to Entrant's or any other person's mobile handset, computer or

peripherals related to, or resulting from, participation in this promotion or the downloading of any materials related to this promotion.

26. The Promoter will not be responsible for any incorrect, inaccurate or incomplete information communicated in the course of, or in connection with, this promotion if the deficiency is occasioned by any cause outside the reasonable control of the Promoter including but without limitation technical malfunctions or failures.
27. If for any reason this promotion is not capable of running as planned for any reason beyond the reasonable control of the Promoter including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer virus, bugs, tampering, unauthorised intervention, technical failures or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the promotion and/or if necessary to provide an alternative prize or prizes to the same value as the original Prize.
28. The Promoter reserves the right to verify the validity of any and all entries and reserves the right to disqualify any Entrant for: (a) tampering with the entry process; (b) for submitting an entry which is not in accordance with these Conditions of Entry; or (c) if the Entrant is engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.
29. All entries become the property of the Promoter and may be communicated to the public by the Promoter or used for promotional purposes, subject to the Promoter's privacy policy. By entering the Promotion, an Entrant agrees to the use of their name, image, audio-visual recording, written content and/or photograph/s, without compensation.
30. As a condition of entering this promotion, an Entrant consents to, in the event they are a winner, the Promoter using the Entrant's name, voice, image and likeness, in any media for an unlimited period of time and without further notification, remuneration or compensation for the purpose of promoting, publicising or marketing the promotion (including any outcome), and/or promoting any products or services manufactured, distributed and/or supplied by the Promoter and their associated or affiliated companies.
31. As a condition of entering this promotion, Entrant consents to the Promoter collecting personal information about an Entrant to include the Entrant in the promotion and, where appropriate, award Prizes. If the personal information requested is not provided, the Entrant cannot participate in the promotion and is deemed ineligible. An Entrant can gain access to, update or correct any personal information held by the Promoter by contacting the Promoter's Privacy Officer at the address below. All personal information will be stored at the office of the Promoter. A copy of the Promoter's Privacy Policy in relation to the treatment of personal information collected may be obtained by contacting the Promoter. The Promoter abides by the *Australian Privacy Principles* in the collection and storage of all personal information.
32. As a condition of entering the promotion, the Entrant agrees that in their own judgment they have sufficient competence and experience to participate safely in the Promotion and understands that this Promotion is deemed as a "dangerous recreational activity" as per 5L of the Civil Liability Act 2002.
33. The Entrant certifies that they are physically fit, and have sufficiently trained for participation in this Promotion, and have not been advised otherwise by a qualified medical person, and are obliged to disclose any medical condition to the Promoter which may effect their participation in any part of the Promotion.

34. The Entrant agrees on behalf of his/her executors, administrators, heirs, next of kin, successors and assigns to:

- a. RELEASE AND DISCHARGE the Promoter, Promotion sponsors, Promotion producers, volunteers, community organisations and all State, Federal and Local Government authorities with responsibility for the locality in which the event may be staged and their or its respective officers, directors, employees, independent contractors, representatives, agents and volunteers (indemnified Parties) from any and all liability for death, disability, personal injury, property damage, property theft and all other loss or injury whatever and however occurring which may be suffered as a result of or in connection with, directly or indirectly, the participation in and the traveling to and from this event, and waives all and any claims against the indemnified Parties which but for the execution of this Acknowledgement Waiver and Release he/her may have had against the Indemnified Parties or any of them;
- b. INDEMNIFY AND HOLD HARMLESS the persons or entities mentioned in paragraph 34(a) from any and all liabilities, claims or actions (including negligence) whatever or however caused which may be brought against them or any of them arising as a result of or in connection with, directly or indirectly, the participation in and traveling to and from this event, including any claim by his/her support crew or any other person(s) assisting the Entrant.

35. The Entrant agrees that the decision to participate is entirely their own and accepts all risks associated with participation in the event, including but not limited to loss of life or permanent injury.

36. The Promoter is URM Group, of 7/15 Help Street, Chatswood NSW 2067 (ABN 23 074 037 924)