

Terms & Conditions for “Hello!@NDP Contest”

By participating in the contest organised by Hello Campaign (“Contest Organiser”), you agree to be bound by these Terms and Conditions.

TERM

The **Hello!@NDP Contest** (the "Contest") begins 29 July 2009 at 12am +8 Greenwich Meridian Time (GMT) and ends 8 August 2009 at 11:59:00pm +8 Greenwich Meridian Time (GMT). Information on how to enter and prizes form part of these official rules ("Official Rules"). By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is an entry-quantity-based contest and chance plays no part in the determination of winners.

WHO MAY ENTER

Contest is open to all users residing in Singapore at the time of entry. Organizers of the Hello Campaign, and its subsidiaries and affiliates, and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such organizers, whether or not related are not eligible.

HOW TO ENTER

To enter, visit www.hellocampaign.org/contest, input the required information and perform contest actions based on the following:

- Take part at one Hello!@NDP roadshow as a Hello Campaigner – Earns 40 points
- Follow @hellocampaign on Twitter – Earns 10 points
- Become a fan on Hello Campaign Facebook Fan Profile – Earns 10 points
- Embed Hello!@NDP badge on your blog or website – Earns 10 points
- Embed Hello!@NDP logo on your Twitter avatar – Earns 10 points
- For every click through from a post (written by you about Hello Campaign) on Twitter, Facebook or blog and anywhere else on the internet – Earns 5 points

During the contest period, the entrant can perform any combination of the specified contest actions at any frequency. All points earned are cumulative. In order for contest actions to be logged, the entrant must include all applicable contest action avenues i.e. Twitter handle, Facebook handle, blog address and email address in the registration.

If an entrant exceeds any of these limitations, the Contest Organiser may at its absolute discretion either disqualify all the entrant's entries or select at its absolute discretion entries to go forward for point accumulation and reject the remainder.

CONTEST ACTIONS REQUIREMENTS

Only contest actions that have taken place during the contest period are eligible.

By entering the Contest, entrant represents, acknowledges and warrants that all contest actions are performed solely by the entrant, that the contest action does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity.

The contest must not, in the sole and unfettered discretion of the Contest Organiser, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.

RELEASES

If the contest action contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to publication of the contest action, any and all releases and consents necessary to permit the exhibition and use of the contest action in the manner set forth in these Official Rules without additional compensation.

Upon Contest Organiser's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Contest Organiser's request) a signed release from all persons who appear in any photographic-oriented contest actions submitted, and/or from the owner of any material that appears in the photographic-oriented entry, authorizing Contest Organiser and its licensees ("Authorized Parties") to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: publication of a book featuring select entries in the Contest or online highlighting entries or winners of the Contest. Failure to provide such releases upon request may result in disqualification at any time during the Contest and selection of an alternate winner.

Similarly, upon Contest Organiser's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Contest Organiser's request) a signed written license from the copyright owner of any sculpture, artwork or other copyrighted material that appears in any photographic-oriented contest action entry, authorizing any Authorized Party to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: publication of a book featuring select entries in the Contest or online highlighting entries or winners of the Contest. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.

Finally, upon Contest Organiser's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Contest Organiser's request) a signed written license from the owner of any private property included in any photographic-oriented contest action entry, authorizing any Authorized Party to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: publication of a book featuring select entries in the Contest; or online highlighting entries or winners of the Contest. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.

For the purposes of these Official Rules, in the event that the Contest Organiser sends the request by e-mail, the entrant will be deemed to be in receipt of Contest Organiser's request or notification on the day that the e-mail was sent by Contest Organiser.

CONTEST PRIZES

Prizes for the Top 3 entrants based on total scores:

- 1st NDP 9th August tickets x 1 pair
- 2nd NDP 1st August tickets x 1 pair
- 3rd NDP 1st August tickets x 1 pair

In the event that the winning entry has more than two qualifying winners, the prize will be shared by the winners as they so determine.

Prizes are not transferable, exchangeable or redeemable for cash.

If a prize (or part of a prize) is unavailable, the Contest Organiser, in its discretion, reserves the right to substitute the original prize (or that part of the prize) with an alternative prize to the equal monetary value and/or specification, unless to do so would be prohibited by law.

NONCOMPLIANCE OR RETURN OF PRIZE NOTIFICATION AS UNDELIVERABLE, WILL RESULT IN DISQUALIFICATION AND SELECTION OF AN ALTERNATE POTENTIAL WINNER.

Winners are responsible for collecting their own prizes.

For the 2nd and 3rd prizes, prizes not collected by 1st August 2009 12:00:00pm +8 Greenwich Meridian Time (GMT) will be forfeited. Request for extension will not be entertained.

For the 1st prize, prizes not collected by 9th August 2009 12:00:00pm +8 Greenwich Meridian Time (GMT) will be forfeited. Request for extension will not be entertained.

Winners will be required to produce their identity cards upon prize collection. Should there be discrepancies discovered, Hello Campaign reserves the right to disqualify a winner and forfeit the prize.

Hello Campaign reserves the rights to publish or display the name, picture, identification card number of the winners of this contest for advertising and publicity purposes.

Hello Campaign's decision on all matters relating to the contest(s) shall be final, and no correspondence will be entertained.

JUDGING

Winners of the contest will be determined in the following manner:

For the 2nd and 3rd prizes, the top two entrants with the most number of qualifying points accumulated by 31st July 2009 11:59:00pm +8 Greenwich Meridian Time (GMT) will be declared the winner. Winners will be notified by email and SMS by 1st August 2009 01:00:00am +8 Greenwich Meridian Time (GMT).

For the 1st prize, the top entrant with the most number of qualifying points accumulated by 8th August 2009 11:59:00pm +8 Greenwich Meridian Time (GMT) will be declared the winner. The winner will be notified by email and SMS by 9th August 2009 01:00:00am +8 Greenwich Meridian Time (GMT).

The winners for the 2nd and 3rd prizes are not eligible to win the 1st prize.

All judging decisions are final and binding.

LICENSE

By entering the Contest, all entrants grant an irrevocable perpetual non-exclusive license to the Contest Organiser, to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: Contest Organiser's web properties; publication of a book featuring select entries in the Contest. Entrants consent to the Contest Organiser doing or omitting to do any act that would otherwise infringe the entrant's "moral rights" in their entries. Display or publication of any entry on an Authorized Party's website does not indicate the entrant will be selected as a winner. Authorized Parties will not be required to pay any additional consideration or seek any additional approval in connection with such use.

LIMITATION OF LIABILITY

By entering this Contest, all entrants agree to release, discharge and hold harmless Hello Campaign and its partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

For entrants under 21 years and below, parental consent must first be obtained. The submission of entries shall be deemed and construed as acceptance and agreement by the participants to be bound by these rules and regulations.

Hello Campaign, in its sole discretion, reserves the right to modify or cancel any of the terms and conditions, make prize substitutions or cancel the contest(s) without prior notice.

Hello Campaign is not responsible for lost or misdirected entries, caused by telephone lines or systems or internet service providers, for entry responses received after the deadline as a consequence of telephone or internet service delays, interruptions, failures or overloads, or for any stolen, misplaced or incomplete responses.

Hello Campaign reserves the rights, in their sole discretion to disqualify any individual found to be tampering with the registration process or the operation of the contest or the website, to be in violation of the Conditions of Access of the website, or to be acting in violation of the Computer Misuse Act or any other law or regulation.

Hello Campaign reserves the rights to pursue legal action against any individual believed to have undertaken fraudulent activities or other activities harmful to the contest(s), the entry submission process or the relevant website.

WINNERS LIST

Entrants are responsible for complying with these Official Rules. Winners' names will be available online at www.hellocampaign.org after August 9th, 2009.

DATA PRIVACY

Entrants agree that personal data, especially name and address, may be processed, shared and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. The data may also be used by the Contest Organiser in order to verify the participant's identity, postal address and telephone number or to otherwise verify the participant's eligibility to participate in the Contest. This data may also be used by the Contest Organiser for future Hello Campaign-related marketing purposes.

