

Terms and Conditions – Countdown DreamWorks Heroes Program

1. Information on how to receive Countdown DreamWorks Heroes Action Cards, how to use the Countdown DreamWorks Heroes App (the **App**) and how to use the SwapZone form part of these Terms and Conditions. Any person not complying with these Terms and Conditions is ineligible to receive Countdown DreamWorks Heroes Action Cards, to use the App or to use the SwapZone. Participation in this promotion or download or use of the App or use of the SwapZone is deemed acceptance of these Terms and Conditions.

Countdown DreamWorks Heroes Action Cards

2. Countdown customers will be eligible to receive one (1) Countdown DreamWorks Heroes Action Card at the point of sale for every \$20 spent in a single transaction in-store or online. There are forty-two (42) unique Countdown DreamWorks Heroes Action Cards to collect. Each Countdown DreamWorks Heroes Action Card will be awarded in a concealed sachet (i.e. customers will not be able to choose which Countdown DreamWorks Heroes Action Cards they receive) subject to stock availability.
3. Countdown DreamWorks Heroes Action Cards are available from 3 May 2014 for a limited time while stocks last and subject to clause 11 (**Promotional Period**).
4. In addition to Countdown DreamWorks Heroes Action Cards made available to customers under clause 2, customers will be eligible to receive bonus Countdown DreamWorks Heroes Action Cards when they make specific product purchases in-store or online in a specified period during the Promotional Period. Customers will be eligible to receive one (1) bonus Countdown DreamWorks Heroes Action Card for every product purchased from participating brands (**Participating Brands**).
5. The participating brands and products will be notified to customers from time to time during the Promotion Period. For details of the current Participating Brands and products, please see countdown.co.nz.
6. Countdown reserves the right, at its discretion, to introduce additional Participating Brands and products during the Promotional Period that will entitle customers to bonus Countdown DreamWorks Heroes Action Cards upon purchase.
7. If more than one Participating Brand item is purchased in a single transaction in-store or online, customers will be entitled to one (1) bonus Countdown DreamWorks Heroes Action Card for each Participating Brand purchased.

For example, if a customer purchases three (3) Vogel's Bread products in a single transaction between 3 May 2014 & 11 May 2014, that customer will be entitled to collect three (3) bonus Countdown DreamWorks Heroes Action Cards.

The abovementioned three (3) bonus Countdown DreamWorks Heroes Action Cards will be in addition to any Countdown DreamWorks Heroes Action Cards that the customer is eligible to receive for every \$20 spent in a single transaction in-store or online.

8. Countdown reserves the right to conduct other promotions and competitions in relation to DreamWorks Heroes during the Promotional Period at its discretion. Separate terms and conditions will apply to such promotions and competitions. See countdown.co.nz for details of these promotions and competitions and to view the applicable terms and conditions.
9. Online shopping fulfilment fees, tobacco and smoking accessories, lottery ticket sales and trade sales will not be eligible for the promotion. Consequently, when determining whether a customer has spent \$20 in a single transaction, online shopping fulfilment fees, tobacco and

smoking accessories, lottery ticket sales and trade sales will not be included in the calculation of the customer's total spend.

10. If Countdown forms the view in its sole discretion that customers have not complied with these Terms and Conditions, Countdown reserves the right to withhold Countdown DreamWorks Heroes Action Cards from that customer. Countdown or its nominee's decision is final. Countdown DreamWorks Heroes Action Cards cannot be redeemed for cash.
11. If this promotion is not capable of running as planned for any reason beyond the reasonable control of Countdown, including but not limited to, infection by computer virus, bugs, tampering, unauthorised intervention, acts or omissions of third parties, technical failures or anything which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, Countdown reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the promotion.

Countdown DreamWorks Heroes App

12. The Countdown DreamWorks Heroes Action Cards can be used in conjunction with the App that is available for download for free on iTunes and Google Play. The App is compatible with the mobile devices and operating systems listed below.

User experience and performance of the App may differ according to which of the below operating systems and mobile devices are being used. Please note that for the best user experience on Apple mobile devices, customers should use iOS 6.x or 7.x on: (a) for mobile handsets: iPhone 4s, iPhone 5, iPhone 5s or iPhone 5c; and/or (b) for other mobile devices: iPad 3, iPad 4, iPad mini, iPad mini with retina and iPad Air. For the best user experience on Android mobile devices, customers should use OS 2.3.x to 4.3.x on: (a) for mobile handsets: Samsung S3, Samsung S4, Samsung Note II, Samsung Note III, Nexus 5 or HTC ONE; and/or (b) for other mobile devices: Samsung Note 10.1.

Apple

iOS: 6.x and 7.x, on the Apple mobile devices listed below.

iPhones: iPhone 4, iPhone 4s, iPhone 5, iPhone 5s and iPhone 5c.

iPads: iPad 3, iPad 4, iPad mini, iPad mini with retina and iPad Air.

Android

OS: 2.3.x up to and including 4.4.x, on the Android mobile devices listed below.

Handsets: Samsung S2, Samsung S3, Samsung S4, Samsung Note, Samsung Note II, Samsung Note III, Nexus 4, Nexus 5 and HTC ONE.

Tablets: Galaxy Note II, Galaxy Nexus, Nexus 7, Samsung Tab 2 and Samsung Note 10.1.

13. The App will be available for download from 3 May, subject to clause 36.
14. When accessing the App, customers need to be aware of the product and service specific information contained in these Terms and Conditions. The information provided in these Terms and Conditions is subject to change without notice.
15. The App provides customers with a unique opportunity to interact with Countdown DreamWorks Heroes. These Countdown DreamWorks Heroes can be collected in the ways described in these Terms and Conditions.

Worlds

16. The App has six (6) worlds for customers to explore including: Madagascar, The Croods, Kung Fu Panda, Puss in Boots, Shrek and Turbo.
17. By activating “unlocked” Countdown DreamWorks Heroes (as described in clauses 19-23), scanning Countdown DreamWorks Action Cards (as described in clauses 24-26) or scanning Decals (as described in clauses 27-31), customers can “collect” Countdown DreamWorks Heroes for each of these worlds. Once a customer collects all of the available Countdown DreamWorks Heroes within each world on the App, a customer will have completed this world.
18. Once a Countdown DreamWorks Hero has been collected, customers can pinch, zoom and drag to interact with their Countdown DreamWorks Hero.

Unlocked Heroes

19. Upon launching the App after download, one (1) Countdown DreamWorks Hero from each world (ie. a total of six (6) Countdown DreamWorks Heroes) will be automatically “unlocked” and ready to be activated (ie. collected for a world) by a user. An automatically “unlocked” Countdown DreamWorks Hero will not be activated unless a user clicks on the “Hero Unlocked” icon.
20. After the date that the last of the six (6) automatically “unlocked” Countdown DreamWorks Heroes (as referred to in clause 19) is activated by a user, one (1) Countdown DreamWorks Hero will be automatically “unlocked” and ready for activation on each subsequent day that a user opens the App on their compatible mobile device.
21. Countdown DreamWorks Heroes will continue to be automatically “unlocked” in the App and ready for activation (as described in clause 20) until a user has collected all seven (7) Countdown DreamWorks Heroes in each of the six (6) worlds. Only one (1) Countdown DreamWorks Hero will be automatically “unlocked” on a user’s compatible mobile device per day, irrespective of the number of times that the user opens the Countdown DreamWorks App on that day. However, a user may still collect Countdown DreamWorks Heroes by scanning the Countdown DreamWorks Action Cards and/or Decals as described in these Terms and Conditions.
22. A Countdown DreamWorks Hero will not be automatically “unlocked” until the preceding “unlocked” Countdown DreamWorks Hero has been activated by a user by clicking on the “Hero Unlocked” icon.
23. None of the “hidden” Countdown DreamWorks Heroes will be automatically “unlocked” and they will only be able to be collected by scanning the Decals (as described in clauses 27 to 31 below).

Scan your Countdown DreamWorks Heroes Action Cards

24. The worlds in the App can also be accessed by scanning cards collected from Countdown supermarkets or through Countdown Online.
25. Each Countdown DreamWorks Heroes Action Card represents a Countdown DreamWorks Hero that can be scanned into one of six (6) different worlds available in the App, by a camera on a compatible mobile device.
26. When accessing the App, customers can scan the front of their Countdown DreamWorks Heroes Action Card by tapping the large round button that appears on the bottom of the screen.

Customers must hold the front of their Countdown DreamWorks Heroes Action Card so that it appears inside a red square on the screen of a compatible mobile device until the square turns green. Scanning a Countdown DreamWorks Heroes Action Card in this manner will enable a customer to collect a Countdown DreamWorks Hero for a world in the App.

Reveal "hidden" Countdown DreamWorks Heroes

27. Customers accessing the App will also have the opportunity to access a number of "hidden" Countdown DreamWorks Heroes. Customers are not required to collect any of the "hidden" Countdown DreamWorks Heroes in order to complete a world.
28. A character featured as a "hidden" Countdown DreamWorks Hero may be the same as that featured on one of the forty-two (42) Countdown DreamWorks Action Cards or that is automatically "unlocked". However, that "hidden" Countdown DreamWorks Hero may be animated differently to the same character that is collected through scanning the Countdown DreamWorks Action Card or activating an automatically "unlocked" version of that character. Collecting a "hidden" Countdown DreamWorks Hero will also enable a user to further populate the relevant world.
29. Customers can access "hidden" Countdown DreamWorks Heroes by exploring Countdown supermarkets to find the secret floor stickers (**Decals**). Customers can scan the in-store Decals by tapping the large round button at the bottom of the App screen and following the instructions. By scanning in-store Decals, customers will gain access to "hidden" Countdown DreamWorks Heroes in the Countdown DreamWorks worlds.
30. Limited Decals will be made available at participating Countdown supermarkets during the Promotion. Decals will be distributed to participating Countdown supermarkets subject to availability. Countdown reserves the right to distribute Decals in its sole discretion and Decals corresponding to all "hidden" Countdown DreamWorks Heroes may not be available in each participating Countdown supermarket. Certain Decals may also be made available by Countdown, in its sole discretion, on its website at www.countdown.co.nz/heroes.
31. Customers can stand on the in-store Decal to have a photo taken with their Countdown DreamWorks Hero using the camera on their compatible mobile device (**Countdown DreamWorks Hero Photos**). Countdown DreamWorks Hero Photos are stored on a customer's compatible mobile device. Customers are able to share Countdown DreamWorks Hero Photos online, subject to parental permission.

Games with your Countdown DreamWorks Heroes

32. Customers who purchase a Countdown DreamWorks Heroes Action Album (**Album**) can access additional games available on their Countdown DreamWorks Heroes Action Cards and the App.
33. Albums can be purchased from all Countdown supermarkets or Countdown Online, subject to stock availability.

SwapZone (coming soon)

34. Customers will have the opportunity to trade their Countdown DreamWorks Heroes Action Cards with others at the SwapZone. The SwapZone is coming soon. Terms and conditions for SwapZone will be available here once the SwapZone is live.

General

35. Countdown may collect and use technical data and related information, including but not limited to technical information about your device, system and application software and peripherals, that is gathered periodically to facilitate the provision of software updates, product support and other services to you related to the App.
36. If the App is not capable of running as planned for any reason beyond the reasonable control of Countdown, including but not limited to, infection by computer virus, bugs, tampering, unauthorised intervention, acts or omissions of third parties, technical failures or anything which corrupts or affects the administration, security, fairness, integrity or proper function of the App, Countdown reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the availability of the App.
37. Certain legislation including the Consumer Guarantees Act 1993 may imply warranties or conditions or impose other obligations including statutory consumer guarantees which cannot by law be excluded, restricted or modified. To the extent permitted by law, Countdown excludes all other guarantees, warranties, conditions or other terms that apply under or are implied by statute, common law or trade custom or usage.
38. To the extent that Countdown is collecting or accessing any personal information as part of this promotion, such information will be held in accordance with the Privacy Act 1993 at the address listed below. Any such personal information will be treated in accordance with these Terms and Conditions and Countdown's privacy policy which is available at www.countdown.co.nz.
39. The promoter of this promotion is: Progressive Enterprises Ltd, 80 Favona Rd, Mangere, Manukau 2024, Auckland, New Zealand.