



NATIONAL CHIP WEEK PROMOTION RULES

1. PARTICIPANTS

You must be a UK, Isle of Man or Channel Islands resident to participate in this promotion. The following are not eligible to participate: (i) members, employees and immediate family members of employees of any of the British Potato Council ("the Promoter") and their respective franchisees, subsidiaries, agents and advisors, (ii) other persons assisting with this promotion, (iii) any person not being an individual person, (iv) any syndicate or collection of persons acting in concert, (v) any person entering via an agent or using the services of or who carries on the business of entering (or advising on entering) prize promotions.

2. DURATION

Participation in the promotion is scheduled to take place from **11th February 2008 to 17th February 2008** (inclusive). These dates may be extended by the Promoter until all stocks of National Chip Week scratch cards ("Cards") have been issued and the deadline for prize claims (as described below) may be consequentially extended. Check for details of any changes on the British Potato Council website at www.lovechips.co.uk

3. HOW TO ENTER

Whilst stocks last, during the promotion each purchaser of a Portion of Chips from any participating Chip Shop will be entitled to a Card. Carefully scratch off the panel indicated on the front of the Card. You will reveal your "Code" with one of the following 4 messages:

“WINNER! ROMANTIC BREAK” – meaning 1 of 5 x 2 Night British Weekend Breaks with travel call 0870 803 2308 to claim – Conditions Apply.

“WINNER! “Saucy Chip Set” – means win one limited edition Saucy Chip Set’s available only from the participating outlet.

“WINNER! Chips” – means one free portion of chips available only from the participating outlet.

“Sorry! No Win” – means no win this time.

NO PURCHASE NECESSARY - You may obtain a Card without making any purchase by hand-writing clearly and legibly in block letters your name, address and postcode on a plain piece of paper, before

signing and sending it in a properly stamped (franking is not acceptable), handwritten envelope to: No Purchase Necessary, British Potato Council, Symbiosis UK Ltd, 162-168 Regent Street, London, W1B 5TG together with a properly stamped handwritten self addressed envelope. The Promoter will not process any application for more than one Card per envelope and no further application may be made until the Card from the immediately preceding application has been redeemed for the relevant prize. No applications will be processed after the last date on which Cards are scheduled to be distributed or if generally unavailable. All Cards have been distributed by the Promoter on a random basis amongst participating Fish and Chip Shops and the No Purchase Necessary address.

4. PRIZE DESCRIPTIONS AND CONDITIONS

a. Romantic Breaks

Destinations – London, Edinburgh, Cardiff, Manchester. Each break is for 2 people for 2 nights sharing a standard room on half board-basis specified by the Prize Provider, and includes standard train travel departing from any UK mainland train station from which the Prize Providers Agents provides train travel to that destination commencing between 01 May 2008 – 20 July 2008 and 08 Sept 2008 - 19 Oct 2008 (inclusive). The prize includes return transfers between the destination train station, however does not include additional accommodation supplements, spending money or anything else not expressly stated as included. There is a limit of one Break prize per participant and that person's immediate family and household members. No assurance is given that extra companions may join the booking, but, if they do join, it will be as paying customers at the then prevailing, tour-operator prices.

If you are under 18, your parent or legal guardian must claim on your behalf and travel with you. The winner or (if under 18) the winner's parent or legal guardian wishing to share the break prize, must be the first-named party on the booking.

b. Saucy Chip Set

Each winning Saucy Chip Set card entitles you to a Limited Edition Saucy Chip Set. These will be available from the participating Chip shop where the scratchcard was received.

In the case of a dispute please refer to the contact details in section 9.

c. Portion of Chips

A winning Chip scratchcard entitles the holder to one portion of chips in exchange for the scratchcard. This will only be redeemable at participating outlets and is redeemable within the promotion dates.

In the case of a dispute please refer to the contact details in section 9.

d. Conditions Applicable To All Prizes

The person submitting a Card will be treated as the person entitled to make that claim, irrespective as to whether or not that person first obtained that Card. All advertisements depicting the prizes and prize descriptions are illustrative and not definitive. Prizes may not be exchanged for any cash or other alternative and Cards and prizes are not transferable. All unawarded or unclaimed prizes will lapse if not the subject of valid claims and the award of which has been completed within the time limits as prescribed by these Rules and in any event by 2200 on the 24th February 2008 for the Saucy Chip Sets and the chips. Claim of a romantic break will expire at 2200 on the 2nd March 2008. –

5. HOW TO CLAIM

a. Romantic Break

To Claim a Romantic Break phone the redemption-centre on the special claims-line number which you will find printed on the back of your card BY **NO LATER THAN 2200 2nd March 2008** and:

- confirm your winning card, that you are 18 or over and give your name and postal address (if you are under 18, the parent or legal guardian with whom you wish to travel will need to do this on your behalf).
- if confirmed a winner you will be posted a letter outlining the details of the break and sent a pack comprising of a notification letter, an acceptance form and liability release form prepared by the Promoter and releasing, wherever permitted by law, the Promoter, its related companies, franchisees and agencies concerned with conducting this promotion and their respective employees, officers and agents from responsibility or liability for claims in respect of such prize.
- return your fully completed claim including your winning scratch-card, acceptance form and liability release form completed on behalf of the winner to the redemption-centre address stipulated in the notification letter **by no later than 14 days from the date of your first call** - we recommend you send these by registered post.
- you will then be contacted by the redemption-centre to confirm dates and details.

Please note: Failure either to return your fully and properly completed claim in accordance with the instructions provided by the redemption-centre (whether in the notification letter or otherwise) within the time limits stated here or stipulated by the redemption-centre, shall entitle the Promoter to treat your prize claim as invalid and to withhold the prize and treat your claim for the Romantic Break as void for all purposes.

Do not hand over your Card to any person working for the Fish and Chip Shop - they do not have authority to verify a Romantic Break prize-claim.

6. RESPONSIBILITY

To the fullest extent permitted by applicable law (but not otherwise) the Promoter and its agents assume no responsibility and are not liable for:- (i) the accuracy or otherwise of the prize description or illustration, (ii) the non-availability, loss, late receipt or damage of any prize-claim, prize, notification or other communication, (iii) (other than those warranties or conditions implied by statute and which cannot be excluded by the Promoter) any representation, warranty, condition or guarantee in respect of a prize, or (iv) any taxes, fees, charges or other costs which winners may be required to pay at any time in connection with a prize, (save to the extent that the Promoter has expressly and specifically accepted responsibility in these Rules for the same).

7. THE PROMOTER'S RIGHTS

The Promoter may (i) extend any time limit or waive any of the Rules where a person might otherwise have been disqualified (without obliging the Promoter to relax the Rules on any further occasion for that entrant or at all for any other person) (ii) terminate or suspend the promotion at any time due to supervening circumstances beyond the Promoter's control (iii) substitute a product deemed to be an appropriate replacement and of equal or greater value in the place of any of the prizes (or any part of a prize). The Promoter's decision in the exercise or interpretation of any of its rights or discretions in connection with these Rules shall be final and binding.

8. PRIVACY POLICY

In administering this promotion, the Promoter will not collect personal information from you, but winners of Romantic Breaks will be required to provide personal data to the Prize Provider in connection with claiming a break and should satisfy themselves with the privacy policy of the Prize provider, as the British Potato Council can not accept any responsibility for this.

9. GENERAL

All instructions, rules and conditions on any advertising or promotional materials relating to this promotion form part of the Rules although, in the event of conflict, these provisions shall prevail over all such other instructions, rules and conditions. Expressions which have been defined above shall have the same meanings when used in such other instructions, rules and conditions wherever the context admits.

All Cards submitted to the Promoter or the Prize Provider become the property of the Promoter or the Prize Provider and will not be returned. No claim under or participation in this promotion or any Card or Code is valid in combination with any other offer or promotion, save to the extent expressly stated herein.

As well as details of names and counties, you agree that, should you be a winner of a Romantic Break, then the Promoter may publicise statements made by or attributed to you relating to the Promoter or this or any other promotion or offer together with your likeness, unless otherwise requested. The Promoter and/or the Prize Provider may require such information (in addition to the information required to be given on entries or prize claims) as they consider necessary or desirable for the purposes of verifying any claim and a claimant's compliance with the Rules and any prize may be withheld unless and until the Promoter and the Prize Provider is satisfied with the verification. A list of the names and areas of the winners or a copy of these Rules may be obtained by sending a signed hand-written request specifying your requirements along with a stamped addressed envelope to British Potato Council, Winners or Rules (as appropriate), Symbiosis UK Ltd, 162-168 Regent Street, London, W1B 5TG to arrive before **31st March 2008**.

The scratching off of any panel on a Card or the application by post for a Card, amounts to acceptance of the Rules and to their interpretation under English law and by the English courts. For the purposes of the Trading Stamps Act 1964, each Card has a cash redemption value of 0.001 pence and shall be issued at the rate specified in section 3 of these Rules. Any Card or prize claim will be void if it is deemed damaged, counterfeit, a photocopy, incomplete, illegible or has been made by an ineligible person.

Nothing in these Rules shall affect your statutory rights. The Promoter may (in its sole discretion) decline to enter into any correspondence save as otherwise stated in these Rules. All artwork, elements and characters and other trade marks and trade names are the properties of their respective owners. All rights are reserved by the respective owners.