

WESTERN UNION SEND MONEY ABROAD'S "AMERICAN DREAM" PROMO MECHANICS

Promo period: March 19 to July 26, 2010

How to Join & who are eligible to join:

- For a texter to qualify, he/she must:
 - be a subscriber of Smart, Talk n Text, Sun, Globe or Touch Mobile whether in post-paid or pre-paid;
 - have downloaded money tip or have sent money abroad via Western Union.
 - be registered to the WESTERN UNION SEND MONEY ABROAD'S "AMERICAN DREAM" PROMO.
- From March 19 to July 26, 2010, subscribers may join the promo by (any of the 2 options below):
 - by downloading a unique money tip and answering the weekly Western Union question.
 - by sending money abroad via Western Union.

How to earn entries:

- Subscribers may earn entries by watching Star World, Star Movies or Fox, waiting for the promo plug on the bi-weekly trivia question, downloading a unique money tip by answering the bi-weekly Western Union trivia question. To download tip & send answer, text WU SEND <answer> to 2600. Ex. WU SEND yes. P2.50/bt. One unique money tip is equivalent to 1 entry. Money tips will be replenished weekly.
- Subscribers may also earn entries by sending money abroad via Western Union. To send transaction details, text WU <transaction date> <amount sent> <country where money was sent to> to 2600. Ex. WU 12/17/09 3000 USA. P2.50/bt. 1 unique transaction, regardless of amount sent is equivalent to 10 entries.
- For the Grand draw, subscribers who join by downloading a unique money tip & answering the bi-weekly Western Union trivia question and those who send their Western Union transaction details may win consolation prizes but only subscribers who join by sending their Western Union transaction details may win a trip for two to the USA [a roundtrip economy class ticket for two (2) to New York, Hotel accommodations for one (1) twin room at a class B hotel for 5 days and 4 nights plus \$1,500 in pocket money]
- A single Western Union transaction earns 10 raffle entries and may only be used once for the entire duration of the promo. Part of the verification process is for the potential winner to produce the transaction receipt with the winning details together with the winning sim card.
- Only Western Union transactions originating from the Philippines to any country abroad are valid transactions that will earn entries and win prizes. Local remittances or transactions originating from other countries to the Philippines are not eligible to earn entries and win.
- Western Union transactions from March 19, 2010 onwards are qualified to join the promo.

Product/Content/Equivalent	Raffle Entry
1 unique money tip	1 entry
1 Unique Western Union (from the Philippines to any country abroad)	10 entries

How to register:

- First-time users will be prompted to register to validate the entries sent.
- Registration is only done once and is FREE of charge.
- By registering to the promo, subscribers agree to receive freebie alerts, special offers and updates from Western Union. If he/she wishes to opt out from free alerts, subscriber can text WU STOP to 2600 for free.
Syntax: Text WU REG <name><add><age><gender> to 2600.
Example: WU REG Ed Sy/#4 Atis St. QC/27/M
Cost: FREE

Sample reply:

Thank u for registering to the WESTERN UNION SEND MONEY ABROAD'S "AMERICAN DREAM" PROMO!
FREE Registration. Keep Western Union rpts to claim prize if u win.

U will also receive freebie alerts, special offers and updates from Western Union. If u don't want to rcv free alerts, text WU OFF to 2600 for free. Ttl:7/15/10.DTI-NCR#0638510.Qs?Call(02)8881200. See flyers for details.

- All information sent will be kept confidential and will be used solely for this promo.

Provision on invalid entries:

The ff: shall not earn entries:

- Those subscribers not registered to the promo.
- Subscribers who have not sent in valid Western Union transaction details or have not downloaded a money tip during the promo period
- Repeat downloads and transaction details sent more than once

Who are NOT qualified/eligible to join the promo:

- All employees of Fox International, Xurpas, Western Union, Smart Communication, Sun Cellular, Globe Telecom, Innove Communications, its agencies and their relatives up to the second degree of affinity or consanguinity are disqualified from joining the promo.

What are the prizes:

Weekly Prizes:

- 30 Winners of For Your Entertainment – Adam Lambert (Music CD)
- 30 Winners of Play On – Carrie Underwood (Music CD)
- 30 Winners of David Cook – David Cook (Music CD)
- 30 Winners of David Archuleta – David Archuleta (Music CD)
- 30 Winners of American Idol Season 8 (Music CD)
- 30 Winners of Kris Allen – Kris Allen (Music CD)
- 30 Winners of American Idol Cap
- 30 Winners of American Idol Randyisms Tee-Shirt
- 30 Winners of American Idol CD Case

Grand Raffle Prizes:

- 50 Winners of American Idol All-Star Challenge
- 50 Winners of American Idol Collector's Edition Monopoly
- 10 Winners of iPod Shuffle (3rd Generation)
- 10 Winners of Kindle E-book reader
- 1 Winner of a Trip for two (2) to USA (New York)

- Weekly prizes and consolation prizes at the grand raffle will not be transferable but convertible cash.
- The US trip is comprised of a roundtrip economy class ticket for two (2) to New York, Hotel accommodations for one (1) twin room at a class B hotel for 5 days and 4 nights plus \$1,500 in pocket money.
- Western Union will shoulder the 20% government tax for prizes exceeding P10,000
- The winner of the US Trip package is required to have valid passport (with at least 6 months validity) and a US Visa. Western Union and Fox International will not be responsible in securing the US Visa of the winner and his/her companion. In the event that the winner cannot secure a US visa, the US trip package is transferable or convertible to cash (worth PHP 276,000.00).
- Travel taxes and other travel related expenses shall be shouldered by the winner.

Determination of Raffle Winners:

- There will be thirty (30) bi-weekly raffle winners and one hundred twenty one (121) winners in the grand draw for the promo duration. A person can win only once per draw, should the same person be drawn more than once, he/she gets the prize with the higher value.
- All non-winning entries will be carried over to the next draw.
- A person, regardless of mobile number used, can only win once per bi-weekly draw but may win again in succeeding bi-weekly and grand draws. If subscriber is drawn more than once in a draw, he or she shall get the prize of higher value and a backup winner will be declared as winner of the prize with lower value.
- The "Board of Judges" composed of a duly authorized representative from Western Union or its agency, A+B Expedio and its SMS provider, Xurpas, with the presence of a DTI representative will witness the drawing of winners. Decisions by the Board of Judges are final with concurrence of DTI.

Validation Process:

- Winners from Smart and/or Talk 'n Text will receive a call via Smart's Special Access number 7777 from an authorized representative.
- Verified winners will be notified by a call & registered mail from an authorized Western Union representative.
- For prizes that are won because of a Western Union transaction, winning transaction receipt will be validated by Western Union (APROC) before subscriber is eligible to claim prize/s.

Redemption of Prizes:

- The winner must present the following when claiming their prize:
 - 2 valid IDs with picture and address
 - The winning SIM card where the entry was made
 - For Western Union transaction winners, the winning transaction receipt with details that match entry made
 - Registered mail
- For prepaid subscribers, account should be active and should have been properly decremented for all transactions. If inactive, winner shall present an affidavit of loss when claiming the prize.
- For post-paid subscribers, account should have no outstanding balances on the date of redemption.
- If winner is a minor, he/she must be accompanied by his parent/s or legal guardian.
- Qualified winners must claim their prizes within sixty (60) days from receipt of notification. Failure to claim within the allotted time/duration forfeits the winner's right over the prize with prior DTI approval.
- The raffle winner agrees to have his/her name and photo included in all advertisements and other related material.
- Prizes may be claimed at A+B Expedio Integrated Marketing Communications, Inc. at 2/F IDC Bldg. E, Rodriguez Jr. Ave, Quezon City, 1110 Philippines. Tel (632) 687-4883-84 c/o Valerie Peramide
- For Western Union transaction winners, in case draw winner cannot present the winning transaction receipt with details that match the winning entry, the winner will be disqualified and another winner will be drawn.

Control Measures:

- DTI representative shall be invited to check, test, validate and verify the computer system for receiving entries and registration and determination of winners. A copy of the said system shall be sealed in an envelope and signed by the DTI representative for safekeeping of Xurpas for verification of DTI at anytime.
- A printed copy of the properties of the program shall be given to the DTI Representative after verification. The DTI representative shall check the database of the promo. Database for Western Union transaction details shall be separate from money tip download and shall not be consolidated for the Grand draw.
- Another DTI representative will be invited to be present during the actual determination of the winners.
- Xurpas will generate a list of qualified participants before the draw.
- A copy in CD shall be sealed in an envelope and signed by a DTI representative for safekeeping of Xurpas and for verification of DTI at anytime until all prizes are claimed.
- After the winner is determined, it will be verified from the generated list by Xurpas representative and the DTI representative. A soft copy of the generated list of qualified participants shall also be given to the DTI representative.
- The list of winners will be given to the DTI representative after determination.
- Xurpas will inform DTI of the final winner after verifying from the telecommunication companies and any disqualified winner(s) and reason(s) for disqualification.
- A printed copy of the properties of the program shall be submitted to the DTI representative after each witnessed draw.
- Database / list of participants shall include mobile number, name, address, date and time of transaction, type of transaction and a column shall be added to include the raffle numbers assigned randomly.
- A participant can opt-out of access numbers 2600 by texting STOP or may call 8895947 for manual opt-out. Once opted out, the subscriber will no longer receive any unsolicited info text messages from the access numbers.

- To get information about the promo
- Text WU or WU HELP to 2600 *Cost: P2.50/bt for Globe & Smart; P2/bt for Sun

- To earn raffle entries via money tip drop
- Text WU SEND <ans> to 2600
- Ex. WU SEND yes *Cost: P2.50/bt for Globe & Smart; P2/bt for Sun

- To earn raffle entries via sending of Western Union transaction details
- Text WU <transact date> <amt sent> <country abroad> to 2600
- Ex. WU 12/17/09 3000 USA *Cost: P2.50/bt for Globe & Smart; P2/bt for Sun

- To register and validate entries
- Text WU REG <name><add><age><gdr> to 2600
- Ex. WU REG Ed Sy/#4 Atis St. QC/27/M. *Cost: FREE

Per DTI-NCR Permit No. 0638, Series of 2010.