

Pillsbury Greece Online Competition

Updated Terms and Conditions due to extension of duration

- Initial promotion period: [27 May 2013] – [16 June 2013]. Promotion period extended until June 30th 2013 inclusive.
- By entering this competition participants agree that they have read, understood and accepted these terms and conditions (“Terms and Conditions”) in their entirety.
- The promoter of this competition is General Mills Hellas S.A. of 6 Andrea Metaxa Street, Kifissia, MS-GA44, Athens, 14564, Greece (“The Promoter”).
- This competition is only open to legal and permanent residents of Greece and Cyprus, 18 years of age and older. Void where prohibited or restricted by law. Employees and immediate families of the Promoter and its affiliates, subsidiaries, retail outlets, related agencies and suppliers are not eligible to participate in this competition. The promoter may amend the Terms and Conditions of the competition at any time without prior notice.

Entering the Competition

- To enter the competition, participants must log on to the Pillsbury Greece website at www.pillsbury.gr/. At the footer of the website is an option to “Sign up to our Newsletter”. Participants are required sign up for the newsletter by completing all fields of the registration form and consent to be entered into a random drawing for a chance to win prizes (the “Entry”). Participant will only be entered once into the random drawing. Upon receipt of the first newsletter, Participants will be provided with an email address from the Promoter where they can send a request for deletion from the Promoter’s mailing list in the future if they wish to do so.
- All entries must be received by Promoter by no later than June 30th, 2013.
- Promoter will not verify receipt of entries.
- Promoter is not responsible for lost, late, illegible, misdirected or stolen entries or transmissions, or problems of any kind whether mechanical, human or electronic. Late, incomplete, incorrect or entries that raise a suspicion of unfairness or fraud will be deemed void and invalid and will not be included in the competition.
- Entries are the sole property of the Promoter.
- By entering the competition, participants explicitly represent and acknowledge that Promoter is entitled to enter their non-sensitive personal data in a Personal Data File. The File in question will be solely used for the purposes of the competition, notably for the purpose of verifying the winners’ particulars and other related purposes, and for forwarding them future updates regarding advertising-marketing activities relating to the Promoter’s products and services. The above data will not be disclosed to any legal entities other than those mentioned above. In any case, the participants’ personal details will be kept in accordance with Law 2472/1997, as in force, Law 3471/2006 and the Decisions and

Directives of the Data Protection Authority. Participants retain the right to request, free of charge, that their data kept in the aforementioned File be verified, modified or deleted at any time.

Drawing and Awarding of Prizes

- One Hundred (100) people will be chosen as winners by a random electronic web-based drawing on July 9th, 2013, between 4:00 p.m. and 6:00 p.m., at the company's premises at 6 A. Metaxa Street, Kato Kifissia, Athens (tel. 0030-210 8198000) from all eligible entries received by the Promoter. Each person will be given a fifty (50) Euro coupon for redemption at Cook-Shop and cooking utensils. Winners are required to show their identification card in order to receive their prize.
- Public Notary Mrs. Nicoletta Gyftopoulou-Psicha in Athens, or her duly appointed substitute, will be instructed to oversee the drawing procedure and will draft minutes of the drawing procedure, including the names of the chosen winners.
- If it is impossible to perform the drawing in the above place or on the aforementioned date and/or time for any reason whatsoever, Promoter retains the right to change the date, time or place by posting a relevant notice at www.pillsbury.gr 24 hours in advance, including detailed terms of participation.
- Odds of winning a prize depend on number of eligible entries received. Prizes cannot be transferred or substituted except at Promoter's sole discretion. Promoter reserves the right to substitute a prize of equal or similar value if a stated prize is unavailable for any reason. All prizes are non-transferable, non-refundable and non-exchangeable for cash or for any other prizes. Neither Promoter nor its affiliates or subsidiaries will be responsible for any loss, liability or damages arising out of the winner's acceptance or use of the prize. Limit one prize per person.
- Each prize winner will be notified by email by July 19th, 2013. If a potential winner does not respond within two (2) weeks of this email notification, prize will be forfeited and an alternate winner will be selected. Correspondence or appeals to the Promoter or Public Notary will not be entertained.
- The names of the winners will also be posted at www.pillsbury.gr. The attempt of notifying the winners will be fully demonstrated by sending a relevant email to winners who have provided their contact details. Promoter will not be responsible for fruitless attempts to notify winners.
- Participants hereby consent to and authorize the Promoter to promote the competition and its results through the Internet. In this light, Promoter reserves the right to use and publish any article regarding the awarding and drawing for advertising purposes, and to use the participants' names without previously consulting with them and without any financial or other claim on their part. Participation in this competition implies such consent.

- Prize coupons will be sent by courier to notified winners, who respond within 2 weeks of notification with their full contact details, by no later than August 23rd, 2013.
- Prize coupons are not valid with other coupons, promotions or periods of sale at Cook-Shop. In periods of sale, coupons can be redeemed for purchases at the initial, non-promoted price of the items.
- Prize coupon is valid for full redemption only and cannot be divided into smaller amounts for future purchases.
- Winners shall be responsible for any and all applicable taxes or fees associated with winning the prizes. Unless otherwise specified, all ancillary costs are the winner's responsibility.
- If the competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to modify, suspend, terminate or cancel the competition, as appropriate, without prior notice.
- The Promoter reserves the right to request winners to provide proof of identity, proof of age and proof of residency to claim the prize.
- Promoter, its promotional and advertising agencies, and all respective officers, directors, employees, representatives and agents shall have no liability and shall be held harmless by winners for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance or use of a prize or participation in this Promotion. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this prize draw, but in no event attorneys' fees. Promoter reserves the right, in its sole discretion, to modify, cancel or suspend part of all of this prize draw should computer virus, bugs, non-authorized human intervention, electronic or computer error or other causes beyond the control of Promoter corrupt or impair the administration, security, fairness or proper play of the prize draw. Promoter and its prize draw and advertising agencies are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by Promoter, entrants or by any of the equipment or programming or by any technical or human error which may occur in the processing of submissions which may limit a participant's ability to participate in the prize draw. Promoter may prohibit an entrant from participating in the prize draw or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the prize draw by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, or threaten any other entrants or Promoter representatives.
- The terms for entering the competition are currently being held with Notary Public Nicoletta Gyftopoulou-Psicha, at 9 Mavrokordatou Street (7th floor), and participants may

obtain a true copy thereof at their own charge. Detailed terms of participation may also be found throughout the Competition at www.pillsbury.gr.

- The courts of Athens are competent for any issue directly or indirectly related to this competition.
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