



SONY EUROPE — PS4 Prize Draw

By participating in this promotion, you agree to the following terms and conditions

Article 1: Nature of the event

SONY EUROPE LIMITED, a company registered in England and Wales under no. 2422874, with its registered office located at The Heights, Brooklands, Weybridge, Surrey KT13 0XW, England (hereinafter referred to as the "Organiser"), is organising, according to the terms set out below, from 00.01 AM of May 2, 2014 to 23.59 PM of July 13, 2014 (inclusive) ("Promotional Period") a promotion entitled "SONY EUROPE — PS4 GAME" (hereinafter referred to as the "Prize Draw").

Article 2: Participation

The Prize Draw is open to residents of the United Kingdom (excluding Northern Ireland) aged 18 years or over, excluding employees and the immediate families of the Promoter, its affiliated companies, their agents or anyone professionally connected with this promotion.

To participate it is necessary to purchase an eligible Sony TV (as per Article 6) ("Qualifying Item") ordered from Amazon.co.uk between 00.01 AM of May 2, 2014 and 23.59 PM of July 13, 2014 (inclusive).

The Prize Draw is not exclusive to Amazon customers.

Article 3: Applicable law

This Prize Draw is subject to the applicable national regulations.

Article 4: How to enter

To participate, it is necessary:

to purchase a Qualifying Item (as per Article 6) for this Prize Draw ordered from Amazon.co.uk between 00.01 AM of May 2, 2014 and 23.59 PM of July 13, 2014 (inclusive);

- to complete the entry form on the website www.sony.co.uk/tv-promotion by **23.59 PM of July 31, 2014**;
- to provide the Device ID number which appears on the menu of the television (explanation on how to access that number is provided on the website and in store); and
- to electronically validate the entry form and confirm the registration on the website.



Only one entry per Qualifying Item purchased is allowed.

Article 5: Selection of winners

Every fifth person to enter the Prize Draw will win the prize and will be informed immediately about it. The winner will be sent a winning entry code. A confirmation email will be sent to the address provided on the entry form. This email will outline how the prize will be delivered. Details of winners can be obtained from Sony by filling in an enquiry form at www.sony.co.uk/support/en/campaigns/fifa/Contact, after the winners have been selected.

Article 6: Eligible Sony products in the Prize Draw

Qualifying Items are listed below:

Sony KDL55W829B 55-inch Widescreen Full HD 1080p Smart 3D TV with Freeview HD - Black
Sony KDL50W829B 50-inch Widescreen Full HD 1080p Smart 3D TV with Freeview - Black
Sony KDL42W829 42-inch Widescreen Full HD 1080p 3D Smart Television with Freeview – Black
Sony KDL42W705B 42-inch Widescreen Full HD 1080p Smart TV with Freeview - Black
Sony KDL42W706BSU 42-inch Widescreen Full HD 1080p Smart TV with Freeview – Silver

Article 7: Prizes

The prize is a SONY PS4 console.

No financial compensation and no alternative prize may be requested in place of the assigned prize.

Article 8: How to claim

Winners must send their claim by registered post or by any other method offering equivalent delivery guarantees to: Custom Solutions, Program 41068 Sony PS4 Game, PO Box 1099, Bedford, MK42 7XR, England

The claim, which must be sent by 23.59 PM August 17, 2014, shall include:

- A photocopy of the purchase receipt for the Qualifying Item .The Organiser reserves the right to request the original receipt for the purpose of verification; and
- The printed entry form or winning entry code copied onto a blank sheet of paper.



In the event of an incomplete claim, the winner will be informed via letter or email and he/she will be given a deadline of (ten) 10 calendar days in which to resolve any issues and to send a new claim that meets these requirements.

In no event shall the Organiser be held liable for problems related to the postal delivery of claims (delay, loss etc.).

In case of any questions, participants may contact Sony directly at 0844 8466 555 or www.sony.co.uk/support/en/campaigns/fifa/Contact

Article 9: Reimbursement of Prize Draw-related costs

Costs incurred by winners, including postage costs, (expressly excluding the purchase price of the television as well as any accessories) will be reimbursed within a maximum of (twelve) 12 weeks upon request and upon presentation of original receipts.

Article 10: Delivery of prizes

Prizes will be sent within a maximum period of four weeks from receipt of a correct claim, to the address provided on the entry forms.

Upon receipt of delivery, the content of the packages should be checked carefully. In the event of any issues, specifically in cases of damage or missing prize, the participant must notify the carrier at the time of delivery.

Prizes that are not claimed by their winners will be considered as abandoned by their recipients.

Article 11: Responsibility

The Organiser shall in no way be held liable if, in the case of events beyond its control, it is forced to cancel this Prize Draw with or without prior warning, or to suspend, shorten or extend the Prize Draw, or to modify the terms.

The Organiser will make every effort to allow access to the Prize Draw website. The Organiser will not be responsible for:

- a) any malfunction of the Internet network preventing the correct functioning of the Prize Draw, in particular any malfunction due to external acts with malicious intent; or
- b) any virus, computer bug, unauthorised human intervention or any other cause beyond the control of the Organiser.

If it appears that fraud has taken place, the Organiser may undertake any checks it deems to be useful and it reserves the right not to award prizes to fraudulent parties and/or to bring proceedings against these parties before competent jurisdiction.



Participants are reminded that the Internet network is not a secure network. The Organiser shall not be held responsible for viruses or intrusion by a third party into the computer systems of Prize Draw participants.

Article 12: Personal data protection

Personal information which you supply will be processed by Sony Europe Limited, and its third party service provider solely for the purposes of administering this promotion in accordance with Sony's privacy statement. For more information on Sony's privacy statement, please visit:

http://www.sony.co.uk/eu/pages/privacy/en_GB/privacy_overview.html

If you have any questions regarding our use of your personal information, please contact us via our online web form at

<http://services.sony.co.uk/support/en/contacts/pim/email>

Article 13: Submission, consultation and acceptance of Prize Draw rules

Changes to these rules may be published during the Prize Draw.

Participation in the Prize Draw implies full acceptance of these rules.