

BULMERS #BEGINWITHABULMERS COMPETITION

Ends 2359 hours GMT on 31st August 2013

Acceptance of the rules is a condition of entry and entry instructions form part of the rules. Entry indicates acceptance of rules.

1. Only open to residents in the UK including Channel Islands and Isle of Man aged 18 or over, excluding employees of any company in the Heineken group and any person whom, in the Promoter's reasonable opinion, should be excluded due to their involvement or connection with this promotion.

2. No purchase necessary to enter. To participate in this competition entries can be made via Facebook, Twitter, or via mobile. Participation mechanics consist of:

Facebook participation mechanic:

1. Go to facebook.com/bulmers
 2. Access the #beginwithabulmers application here: apps.facebook.com/beginwithabulmers
 3. Connect with Facebook
 4. Fill in appropriate details and submit a message a message explaining how your good times begin with a Bulmers, using #beginwithabulmers in the text of your submission
- Example post: Good music, good friends, great times. Summer is finally here!
#beginwithabulmers

Twitter participation mechanic:

1. Go to twitter.com/bulmerscider
 2. Follow @BulmersCider if not already
 3. Post a tweet using #beginwithabulmers
- Example tweet: Mates around, getting ready for a big night out in London
#beginwithabulmers

Smartphone participation mechanic:

1. Visit beginwithabulmers.co.uk
2. Sign in with Facebook
3. Fill in appropriate details and submit a message a message explaining how your good times begin with a Bulmers, using #beginwithabulmers in the text of your submission

Standard broadband rates apply. Entries are unlimited and participants may enter as many times as they wish during the promotional period.

3. Entries must be made personally. Entries made through agents/third parties are invalid. The promoter accepts no responsibility for lost, damaged, incomplete, illegible or delayed entries, such entries will be void. Proof of sending is not proof of receipt and promoter does not accept any

responsibility for the non-receipt or the late receipt of message due to network failure or for any associated costs to entrants. No entries submitted via any other means will be accepted. The promoter cannot guarantee uninterrupted or secure access to the web entry route.

An entry consists of a tweet using #beginwithabulmers or a message submitted via the Facebook application that contains #beginwithabulmers.

Entries consisting of irrelevant or inappropriate content will not be valid. All competition entries will be moderated for appropriate material by a BULMERS review board and BULMERS reserves the right to reject any entry they feel is inappropriate or is considered spam.

4. The promotion will run from 1000 hours GMT on 25th April 2013 until 2359 hours GMT on 31st August 2013 (“the promotion period”).

5. During the promotion period all valid entries received between 1000 hours GMT on 25th April 2013 and 2359 31ST August 2013 will be entered into a free prize draw. Prizes will be awarded in two different ways:

Weekly winners: Of all users who submit a #beginwithabulmers message each week throughout the competition, one (1) winner will be chosen at random to win a 6 X 568mL crate of BULMERS Bold Black Cherry cider OR BULMERS Pressed Red Grape cider, also selected at random. No person may win more than one (1) weekly prize throughout the competition.

Phase winners: Whenever the total number of entries hits various number milestones, a winner will be chosen at random and a prize (which will be revealed as the campaign progresses) will be awarded.

The first fifteen milestones are listed below.

- 500 entries - 20 winners will be chosen at random to win a one (1) 568mL bottle of BULMERS Bold Black Cherry cider OR BULMERS Pressed Red Grape cider, also selected at random.
- 750 entries - 20 winners will be chosen at random to win a one (1) BULMERS branded bar blade and one (1) 568mL bottle of BULMERS Original cider.
- 1,000 entries - 20 winners will be chosen at random to win a set of four (4) BULMERS branded glassware.
- 2,000 entries - 20 winners will be chosen at random to win a one (1) 568mL bottle of BULMERS Bold Black Cherry cider OR BULMERS Pressed Red Grape cider, also selected at random.
- 4,000 entries - 50 winners will be chosen at random to win one (1) pair of BULMERS branded sunglasses.
- 6,000 entries - 20 winners will be chosen at random to win one (1) BULMERS bar blade and ONE (1) 6 X 568mL case of BULMERS Bold Black Cherry or Pressed Red Grape, also selected at random.
- 8,000 entries - 1 pair (2) full weekend camping tickets to the Isle of Wight Festival, ferry tickets and a case of BULMERS Original Cider.
- 10,000 entries - 20 winners will take home one 568mL bottle of BULMERS

Bold Black Cherry or Pressed Red Grape

- 12,500 entries - 2 winners will take home a set of two BULMERS deck chairs
- 15,000 entries - 10 winners will take home ticket vouchers with a value of £100 for concerts or sporting events of their choice in the UK
- 17,500 entries - 10 winners will take home luxury picnic hamper and a case of Bulmers Bold Black Cherry or Pressed Red Grape
- 20,000 entries – 5 winners will take home one 568ml bottle of Bulmers Bold Black Cherry or Pressed Red Grape and a £50 cinema voucher
- 22,500 entries – 20 winners will get access to a private driver for a night out on the town
- 25,000 entries – 100 winners will take home a Bulmers t-shirt and a pair of Bulmers sunglasses
- 28,000 entries – 5 winners will receive a Bulmers branded fridge and ONE (1) 12 X 568mL case of BULMERS Bold Black Cherry or Pressed Red Grape, also selected at random.
- 31,500 entries – 10 winners will take home ticket vouchers with a value of £100 for concerts or comedy events of their choice in the UK
- 34,500 entries – 1 winner will take home a pair of standard camping tickets for V Festival at Weston Park, Stafford
- 36,000 entries – 5 winners will take home a Bulmers Fridge and a case of Bulmers Pear OR Bulmers Crushed Red Berries and Lime
- 37,800 entries – 20 winners will take home cinema vouchers worth £50
- 39,000 entries – 3 winners will take home a pair of Bulmers deck chairs and a 2x pairs of sunglasses
- 40,000 entries – 40 winners will take home a Bulmers T Shirt and a pair of sunglasses
- 40,800 – 50 winners will take home a Bulmers bottle opener and one 568ml bottle of Bulmers Original
- 42,000 entries – 30 winners will take home a Bulmers bar blade, a 568ml bottle of Bulmers Original and a Bulmers pint glass
- 43,200 entries – 15 winners will take home Bulmers earphones and a ONE (1) 12 X 568mL case of Bulmers Pear or Crushed Red Berries and Lime, selected at random.
- 44,100 entries – 25 winners will take home a Bulmers T Shirt and a pair of Sunglasses
- 45,000 – 50 winners will take home a Bulmers bottle opener and ONE 568ml bottle of Bulmers Pressed Red Grape OR Bold Black Cherry, selected at random

The exact prizes associated with each milestone will be detailed within the app itself which can be found at apps.facebook.com/beginwithabulmers

Once the number of entries surpasses 45,000 entries, the next batch of milestones will be unlocked. The milestones will continue at intervals throughout the campaign period, up to but not after August 31st 2013.

Prizes will vary in quantity and type, as each new set of milestones are updated the exact prizes associated with each will be revealed.

No person may win more than 1 prize per target level.

6. The winning participants will be notified of their win within one week by email if they have participated via Facebook or Direct Message if they have participated via Twitter. It is the responsibility of the winners to ensure that they check their spam email folder and that they have followed @BulmersCider to allow the Direct Message to be sent and must then provide a valid working email address when requested. If the subsequent email to a winner should bounce, then the promoter will attempt to contact the winner using other details provided at the time of entry. Winners have seven (7) days after being contacted to respond to the promoter and if return contact is not made within that time period the prize will be forfeited without exception. The prize will be posted to the winner's address provided within 28 days. Proof of age may be required upon delivery.

7. By participating in the competition, participants consent to BULMERS using content from their entry (such as message text, profile image, and name) on Facebook or Twitter.

8. Full list of winners' names will be available upon request by contacting bulmers@wearesocial.net.

9. There is no cash or other alternative to these prizes in whole or in part. Prizes are not transferable.

10. The decision of the promoter in all matters is final and binding and no correspondence will be entered into.

11. The promoter is not responsible for any third party acts or omissions.

12. The promoter reserves the right to cancel or amend this promotion due to events or circumstances arising beyond its control.

13. The promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Twitter. Neither Facebook nor Twitter is responsible to entrants in respect of any aspect of this promotion.

14. These rules and any dispute or difference arising out of or in connection with them shall be governed by and construed in accordance with English law. The Promoter and each entrant irrevocably agrees to submit to the exclusive jurisdiction of the Courts of England and Wales over any claim or matter arising under or in connection with these rules or the legal relationships established by this agreement.

Promoter: Heineken UK Limited, 2-4 Broadway Park, South Gyle Broadway, EDINBURGH, EH12 9JZ