



CASTLE
SOCCER MILLIONS
YOUR TEAM COULD WIN YOU UP TO R1 MILLION IN CASH!



CASTLE

Enjoy Responsibly. Not For Sale To Persons Under The Age Of 18.

PRESS   ON YOUR KEYBOARD TO NAVIGATE

MILLIONS OF FANS, MILLIONS OF RANDS!

Between 20 January and 10 February 2008, Africa's finest sides will compete for top honours in the continent's premier soccer event. To add to the excitement during this period, Castle Lager brings consumers the chance to "Win While You Watch" when they take part in the Soccer Millions promotion.

The promotion will cover all games and all teams, but the real draw-card will be the 3 x R1 million cash prizes up for grabs should Bafana Bafana win!



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KEEPING IT SIMPLE

With every purchase of a Castle Lager product at participating on-premise outlets, consumers will receive a Soccer Millions game card. Each card will reveal the name of a team, the match for which the card is valid and the amount to be won. If the team named on the card wins – so does the consumer. It's that simple.

With every game card, Castle drinkers stand a chance of winning free product, R10, R50, R100 or R1 000 instantly and, if Bafana Bafana wins the tournament, there are 3 x R1 Million game cards out there!



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CASH IN A FLASH

How do they get the cash? If the consumer's team wins, they simply follow the instructions on the game card and call the 'Soccer Millions' share call number on 0860 LADUMA (0860 523862) or visit www.castlelager.co.za with their unique code, ID number and bank details. Their prize money will then be deposited directly into their bank account within 28 days!

Winning game cards will have to be claimed on or before 29 February 2008, as any claims thereafter will be invalid.



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MARKETING MATERIAL & MEDIA SPEND

To promote the competition, outlets will receive the following POS elements (dependent on outlet segment):



A1 mechanics poster



A1 fixtures and results poster



Tent cards



Die-cut standee

The media plan includes:

- R1 Million worth of TV and Radio advertising
- Castle Lager Website and "Soccer Millions" promotional micro-site



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With the eyes of the world on Africa, leading up to 2010, the tournament is sure to attract interest. Add to this the opportunity to win cash in a flash AND become an instant Soccer Millionaire, and you have a Soccer Millions promotion that is sure to score high among Castle drinkers all over the country.

** Promotion valid while stocks last in participating outlets.*



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