

DIAGEO **AFRICA BUSINESS** **REPORTING AWARDS** **2010**

DIAGEO AFRICA BUSINESS REPORTING AWARDS 2010 **RULES AND CONDITIONS TO ENTRY**

NAME

The awards are called the Diageo Africa Business Reporting Awards (the 'Awards'). This name is protected by copyright and may not be used by any outside party without the written consent of the organisers.

ORGANISER AND PROMOTER

The Diageo Africa Business Reporting Awards are organised and promoted by Diageo (the 'Promoter').

ENTRIES

Submissions must have been published or broadcast during the period 15 April 2009 – 25 March 2010.

All entries must be received by the Promoter not later than 26 March 2010 (the 'Closing Date').

Submissions will be accepted in English and French. Submissions not published/broadcast in English or French must be accompanied by a translation in one of these languages.

Submissions can have been written or broadcast by an individual journalist or a team, provided that if a submission is attributed to more than one individual, the person named on the Entry Form is deemed to be the representative of the whole team and is able to act on their behalf in respect of the Awards and the entry made.

ENTRANTS

The Diageo Africa Business Reporting Awards are open to all journalists regardless of geographical location.

ENTRY FORM AND FEE

There are no entry fees. In completing the Entry Form you are confirming that you have read and understood these legally binding Rules and Conditions and will comply with such rules and conditions whilst participating in the Awards.

ASSOCIATION WITH DIAGEO

As an entrant, you confirm in submitting your Entry Form that you will not attempt to associate yourself with Diageo or any Diageo brands in any way unless you have first obtained written approval from Diageo for such an activity or association.

NUMBER OF ENTRIES

There is no limit on the number of entries by an individual journalist or a team.

DIAGEO AFRICA BUSINESS REPORTING AWARDS 2010

METHOD OF ENTRY

A complete Entry Form must accompany all submissions. Entrants should clearly mark all material sent to the Promoter with their name and title of submission. A separate Entry Form should be used for each category entered.

Entry material that is not uploaded to the online Entry Form must be posted or couriered to your nearest Secretariat office:

West Africa	East Africa	South Africa	UK
Awards Secretary africappractice R&B 13b Bishop Oluwole Street Victoria Island Lagos Nigeria	Awards Secretary africappractice D68 Norfolk Towers, Kijabe Street, Nairobi Kenya	Awards Secretary africappractice 8 Victory Road, Greenside, 2193, Johannesburg South Africa	Awards Secretary africappractice 24-25 Scala Street London W1T 2HP UK

RETURN OF ENTRIES

Entries and submissions including, without limitation, photocopies, cuttings, photographs, cassettes, DVDs, CDs and other accompanying material will not normally be returned or acknowledged.

ISSUES SURROUNDING INFORMATION PROVIDED

Each entrant attests that all claims made in the Entry Form are factual and correct and warrants that all material submitted by such entrant is original and written by the entrant, or a group of journalists including those on whose behalf the entrant is acting. If it is found that any such information is not true or is deliberately misleading, or that any material submitted is not original or there is any reason to believe that there has been a breach of these rules or that the entrant has acted in any way contrary to the spirit of the Awards, the entrant may be disqualified at the sole discretion of the Promoter.

Entries that do not reach the Promoter by the Closing Date and/or are damaged, incomplete, illegible, unreadable or in any other way unclear will be invalid.

In submitting the Entry Form the entrant(s) consent to the use of their name(s), likenesses and other details by the Promoter in connection with the Awards and/or post event publicity without further recourse. The rights in submissions will remain with the entrant provided always that the entrant hereby grants to the Promoter a non-exclusive royalty free, worldwide licence to copy, reproduce, display, develop, exploit and otherwise use the submission for the purposes of research, marketing or post-Awards publicity ('Promotional Activities').

Entries containing submissions that are created by the Promoter or africappractice or their agents will not be valid.

All personal information provided by entrants will be held by the Promoter in accordance with data protection legislation and will only be used to process their entry and in connection with the Awards and the Promotional Activities.

DIAGEO **AFRICA BUSINESS** **REPORTING AWARDS** **2010**

CARE OF MATERIAL

For safe delivery, the Promoter recommends recorded or special delivery postage is used. While reasonable care will be taken, the Promoter will not accept any responsibility or liability for entries, which are lost, stolen, damaged or delayed, or for system failures. Proof of posting or submission does not constitute proof of delivery.

SUBMISSION OF ENTRY CLOSING DATES

The Closing Date for entries is 26 March 2010. A short-list of up to three submissions in each category will be published on the Promoter's website www.diageoafribusinessreportingawards.com (the 'Website') by 14 May 2010.

Journalists who have submitted short-listed entries will be invited to attend the presentation ceremony in London on 1 July 2010.

The winning submissions will be announced at the presentation ceremony in London on 1 July 2010, and published on the Website by 2 July 2010.

JUDGES

Each category award will be judged by our panel of judges, all of whom are committed to addressing Africa's economic marginalisation and recognise the role of the media in building investor confidence. The decisions of the judges will be final, entrants agree to be bound by such decisions and acknowledge that there is no right of appeal. Neither the judges, nor the organisers, are obliged to give any reasons for their judgments, or enter into any correspondence with the entrants, or their representatives.

RESERVATION OF RIGHTS

The Promoter reserves the right to change any of the above-mentioned rules, as well as any other information provided in this document. This includes the right to cancel the Awards owing to a lack of sponsorship.

AWARDS AND LIABILITY CONNECTED WITH AWARDS

Any Awards are subject to change and the Promoter reserves the right to offer an alternative of equal or greater value.

The Promoter, to the fullest extent allowed by law, shall not be liable for any damages, claims or costs arising from this competition or the acceptance of the Awards and related travel by the entrant. For the avoidance of doubt, the Promoter shall not be liable in any way for the actions or omissions of any third party service providers used in connection with Awards.

The Awards and these Rules and Conditions are governed by English Law and are subject to the jurisdiction of the English Courts.

An online Entry Form is available at www.diageoafribusinessreportingawards.com