

LCD TV SET CONTEST TERMS & CONDITIONS

Article 1 Initial Provisions

1. Telefónica O2 Czech Republic, a.s., with its registered office at Za Brumlovkou 266/2, 140 22 Prague 4, Company ID 60193336, Tax ID CZ60193336 recorded in the Commercial Register at the Metropolitan Court in Prague, Section B, Enclosure 2322 (hereinafter referred to as the „Provider“), announces a special time-limited contest for new O2 TV customers. In respect of the contest and related business relations, the Provider issues these

LCD TV SET CONTEST TERMS & CONDITIONS (hereinafter as the „Conditions“)

Article 2 The Contest Terms & Conditions

The applicants who apply for activation of O2 TV Zabava with the 12-month commitment or O2 TV Kino with the 12-month commitment in the period from **4 June 2007 till 31 August 2007** will have the opportunity to participate in a knowledge contest to win 25 LCD TV sets per week (hereinafter as the Contest“). The contest question is **“How many TV channels are offered by O2 TV since June 1, 2007?”**

1. The contest can be taken part in by all natural persons who are at least 18 years old, domiciled in the Czech Republic and **place an electronic order** for activation of O2 TV Zabava with the 12-month commitment or O2 TV Kino with the 12-month commitment through www.cz.o2.com/o2tv **from 4 June 2007 till 31 August 2007** and send an SMS message with a correct answer to the question from Clause 1.
2. The prize to be won in this contest is an **LCD TV set PHILIPS 20PF4121/58**.
3. The applicant sends an SMS message (format: a fixed line number O2TV answer to the contest question – e.g. 123456789 O2TV 12) to the phone number 720 001 002. The fixed line number means the number for which the O2 TV service is ordered. The answer to the contest question shall be expressed in an integral number (no decimal numbers). The contestant must send the answer to the contest question on the same day when he/she ordered the O2 TV service.
4. Those 3 on business days and 5 on Saturdays, Sundays and state holidays whose answer approximates the most to the correct answer shall be the winners. Provided that the answers are identical, the preference will be given to the contestant whose SMS message was sent earlier.
5. The Provider will contact the winners by phone on the number stated upon placing the order, or by an SMS message not later than within one month after the termination of the contest, i.e. by 30 September 2007 at the latest. Prizes will be mailed to the winners at the address given in the O2 TV application form. If a winner is not reached at the given address, the prize will be deposited at the post office as usual and the winner will be notified thereof. Should a winner fail to collect the prize in a given collection period, they shall lose their title to the prize on the day the prize is delivered back to the Provider. In such case the Provider has the right to select a substitute winner.
6. The contest can only be taken part in by applicants whose order of O2 TV Zabava or O2 TV Kino has a positive technical investigation in the moment of filing the application (the moment of placing the order).

Applicants whose order of O2 TV Zabava or O2 TV Kino has a negative technical investigation in that moment will be excluded from the contest.

Article 3

Other provisions

1. Persons employed by or otherwise related to the Provider or agencies organising the contest and their direct relatives (spouse/sibling) are excluded from the contest.
2. All orders and answers to the contest question that will in any form fail to meet the requirements set out hereby will be excluded from the contest. The contestants whose orders and/or answers to the contest question were excluded from the contest will be excluded from the same contest. All contestants who will otherwise fail to meet these conditions will be also excluded from the contest.
3. The Provider reserves the right to replace the declared prizes with prizes of a similar kind and value, and to alter the conditions of handover in case that the Provider does not obtain the prizes so that they could be provided to the winners in compliance herewith; and also the right to amend the contest conditions, including its duration or termination.
4. Prizes cannot be traded for cash money; other prizes than those declared by the Provider cannot be claimed.
5. The Provider is not responsible for not delivering the notification of the win in case that the winner's telephone number is changed or that the winner is not accessible on the declared telephone number. The Provider is not responsible for not delivering the win in case of the winner's changed address, unless the winner timely and duly notified the Provider thereof, as well as in case that the winner is not reached on the delivery of the prize and he/she fails to collect the prize within a given collection period.
6. The Provider's responsibility for potential defects of the prize shall be governed by the respective provisions of the Commercial Code.
7. The Provider shall remit all tax allowances relating to the prize according to the respective legal regulations.

Article 4

Personal data

By taking part in the contest each contestant:

- a) authorises the Provider, pursuant to Act No. 101/2000 Coll., and Act No. 480/2004 Coll., as amended, to process his/her personal data to the extent of his/her name, surname, address, telephone number, or other data enlisted in the application form, in order to verify his/her eligibility to take part in the contest and to obtain the prize, for a period of 1 year after the termination of the contest. The contestant also agrees with publication of the data to the extent of his/her name, surname and incomplete address (community) in the media and on the Provider's web sites informing of the contest and with their disclosure to the Provider's contracting partners verifying identity of the winner taking over the prize. Moreover, the contestant agrees with having the data processed to the extent and purposes specified above by third parties authorised by the Provider, especially by the company contracted to organise the contest. The Provider is entitled to complement such personal data with other personal data of the contestant's. Personal data are provided voluntarily. The contestant has the right to withdraw his/her consent in writing at the address of the Provider's registered office. He/she has also other rights according to Sec. 21 of Act No. 101/2000 Coll., i.e. particularly the right to access his/her personal data, change them, block them, require their liquidation, or the right to claim apology, compensation or satisfaction, if the data administrator or processor failed to respect the contestant's dignity, honour, reputation or his/her

name. Withdrawal of the consent takes effect upon its delivery to the Provider, and implies the contestant's exclusion from the contest, including his/her title to the prize, unless it has been already taken over;

- b) authorises the Provider, pursuant to Sec. 12 of the Commercial Code, as amended, to use his/her portrait, written communications, pictures, audio and video records of a personal nature taken by the Provider in respect of the contest and handover of the prize (hereinafter as a "record") for commercial purposes in all media regardless of their nature and orientation. The contestant agrees that the records can be used in any usual form and that they can be subsequently modified and joined with similar pieces of work in a collection of works. The contestant provides his/her consent free of charge, without any time, quantity or territorial limitations, and is entitled to withdraw the consent anytime. This consent shall also apply to third persons who obtain the record from the Provider in compliance with its purpose.

Article 5

Final provisions

1. These Conditions of a contest to win an LCD TV set shall take effect on 4 June 2007.