

3 Million Asia Miles Lucky Draw Raffle Promotion Mechanics

- Promo Period: December 1, 2009 to March 31, 2010
- All Basic Cardmembers of Cathay Pacific American Express® Elite Credit Card and Cathay Pacific American Express® Credit Card are eligible to join the 3 Million Asia Miles Lucky Draw Raffle Promotion.
- Cardmembers have various ways to automatically earn raffle entries:

Card Approval	5 Entries
First Purchase	5 Entries
Every Supplementary Card Issued	5 Entries
Every Php500 spent on the Card	1 Entry

- The qualifying criteria are, as follows:
 - Account must be active and current at the time of the draw to win (i.e. no past due obligation);
 - No delinquency status in the last six (6) months;
 - All domestic and overseas retail purchases are qualified;
 - Cash advances, utility bills payment, balance transfer transaction, Cathay Pacific American Express-initiated fees and charges are not eligible to earn raffle entries;
 - Raffle entries earned by the Supplementary Cardmember/s will be counted to the Basic Cardmember.
- A total of three (3) million Asia Miles will be given away during the two (2) Monthly Draws and one (1) Grand Draw, as follows:

Draw	Qualified Entries	Draw Date	Lucky Draw Prizes
1st Monthly Draw	All entries earned from earned from Dec. 1, 2009 - Jan. 31, 2010 (9:30 pm)	Feb. 12, 2010	• 25 winners of 10,000 Asia Miles each
2nd Monthly Draw	Non-winning entries earned from Dec. 1, 2009 - Feb. 28, 2010 (9:30 pm)	Mar. 12, 2010	• 25 winners of 10,000 Asia Miles each
Grand Draw	Non-winning entries earned from Dec. 1, 2009 - Mar. 31, 2010 (9:30 pm)	Apr. 14, 2010	<ul style="list-style-type: none"> • One (1) Grand winner of 1 Million Asia Miles • 10 Second Prize Winners of 50,000 Asia Miles each • 50 Third Prize Winners of 10,000 Asia Miles each • 100 Consolation Prize Winners of 5,000 Asia Miles each

- Winners will be drawn through an electronic raffle system on the scheduled draw dates at the BDO office: 11/F, The JMT Corporate Condominium, ADB Avenue, Ortigas Center, Pasig City in the presence of representatives from the DTI and BDO.
- Cardmembers can only win once per lucky draw. Should a Cardmember's name be drawn more than once, the prize with the higher value will be awarded. Non-winning qualified entries are valid to win in succeeding draws.
- All prizes are tax-free and non-convertible to cash.
- Winners will be notified through registered mail and will be published in newspapers of general circulation within two (2) weeks from the draw date.
- As proof of receipt of prize, winners must sign the Release, Waiver and Quit Claim form which will be sent via mail to the winner, to which they can fax or mail back.
- Asia Miles will be credited to the respective Asia Miles account of the winners within 4-6 weeks, from the date BDO receives the Release, Waiver and Quit Claim form.
- The winners hereby authorize BDO to disclose and publish their names, photos and other related details for purposes of advertising and/or PR or other mode of communication that BDO may deem appropriate.
- Redemption period shall be until 60 days. Failure to claim the prize within 60 days from receipt of notification will be forfeited in favour of the sponsor with prior approval of DTI.
- All employees of Cathay Pacific, American Express, BDO, its affiliates and advertising agencies and relatives up to the second degree of affinity or consanguinity are not qualified to join the promo.
- All decisions made by Cathay Pacific, American Express and BDO pertaining to the promo, in concurrence with DTI rules and regulations will be deemed final and non-negotiable.

Asia Miles™ terms and conditions apply.