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NEWS RELEASE

SHELL TO LAUNCH 'MASTERMIND' GAME

Shell Mastermind, a new forecourt game from Shell UK Oil based on the successful BBC Television Quiz programme, will begin on Monday, 23rd July.

This is Shell's second national promotion in 1984 and, with at least one £10,000 prize to be won each week, will be much bigger than the first, Make Money. An agreement with the BBC allows Shell to use the 'image' of its highly popular TV quiz series.

One game piece per day will be given to the driver of any motor vehicle visiting a Shell forecourt. To win, the motorist must match the question to a correct answer which will be of the same value, from £10,000 to 50p. There will be well over 3,000,000 prizes in total, more than 40,000 a day can be won while the promotion lasts.

There is no limit to the number of prizes any customer can win, provided he presents a correctly-matched complete note. Many filling stations participating in the promotion should have, on average, 15 winners every day.

There are six denominations - £10,000, £500, £100, £5, £1 and 50p - and Shell Mastermind has the biggest cash prize fund ever for a national petrol promotion in the UK.

John Smeddle, Sales Manager, Shell UK Oil said: "The success of Make Money, which we launched in February, is now a matter of record. It increased our trade and helped to change the petrol market from one concentrating almost exclusively on price to one where we could create interest and excitement for the motorist buying petrol at a fair price.

"The fact that so many of our competitors followed into national promotions is testimony to the power of a properly structured forecourt game."

For further information: JOHN PIKE 01-257 3333

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FULL RULES SHELL MASTERMIND



1. **ELIGIBILITY:** No purchase necessary. ONE Shell MASTERMIND envelope issued, subject to availability, to the driver of a motor vehicle (including motorcycles), per visit, per day.
2. **HOW TO PLAY:** Shell MASTERMIND envelopes, which can be obtained at any participating Shell site, open up to reveal a game piece bearing either a question or an answer. Collect all game pieces as they may match with other game pieces obtained on subsequent visits. A winning match-up consists of two game pieces – one bearing a Shell MASTERMIND question and a prize value, and the other an answer also bearing the same prize value. There are six prize levels: 50p, £1, £5, £100, £500 and £10,000. The correctness of any answer is confirmed if the prize value on the answer matches the prize value on the question. Instructions and information printed on game pieces and forecourt display posters constitute part of game rules.
3. **HOW TO CLAIM:** Enter required details legibly, using ballpoint pen, in space provided on both game pieces which make up the complete match. **MINOR PRIZES (£5 and under):** Claim only at a participating site. **MAJOR PRIZES (£100 and over):** Claim only by registered post, enclosing a stamped SAE to: Shell MASTERMIND, c/o Don Marketing, 43/45 Butts Green Road, Hornchurch, Essex RM11 2JX. All claims must be made within 4 weeks of the published closure date of the promotion which will be displayed on all participating sites. Soon after this date, lists of Major Prizewinners will be available on written request from same address.
4. Shell MASTERMIND is not a competition. Prizes are offered ONLY for winning match-ups as stipulated in Rule 2 above. Written or oral answers will not be accepted as valid in any form. You may only claim once for each winning match-up even though you may possess additional game pieces for the same prize value bearing other correct answers or questions.
5. Claims not accepted if either or both game pieces are defective, tampered with, misprinted, multi-printed in error, miscut, damaged or defaced, forged, reproduced or reconstructed, or if either game piece was not printed for use in this game. Liability for any defective, misprinted, multi-printed or miscut game piece will be limited to the issue of a fresh sealed replacement.
6. If payment of a Minor Prize is declined at a participating site because either or both of the game pieces are damaged or defaced in any way, the claim can be sent to the address for processing Major Prize claims for further scrutiny, and claims then accepted will receive a postage refund. Any single Shell MASTERMIND game piece submitted for a Major Prize claim will be declared void and will not be returned.
7. **DECLARATION OF ELIGIBILITY:** Prior to final verification, Major Prize claimants will be sent, and required to sign and return, a declaration of eligibility. Cheques sent (subject to final prize verification) within 28 days of receiving completed declaration.
8. By submitting a claim, Major Prizewinners confirm agreement to Shell UK Limited using their name, photograph and home town for publicity purposes in any way that Shell UK Limited deem, at their sole discretion, to be desirable or appropriate.
9. Authentication and verification of all Major Prize claims is under the control of Don Marketing Management Limited whose decision is final and binding and who will not under any circumstances enter into any correspondence. Proof of posting not accepted as proof of receipt. No responsibility taken for claims which are lost, delayed or damaged in the post. All promotional material submitted for verification becomes sole property of Shell UK Limited and cannot be returned. The questions and answers used in Shell MASTERMIND have been compiled and verified and the answers determined as being correct on 22nd May 1984, by Don Marketing.
10. Employees of Shell UK Limited, its agencies and suppliers for this promotion, staff at participating outlets, and their immediate families, are not eligible to participate in the Shell MASTERMIND promotion.
11. Shell UK Limited reserve the right, for any reason, to withdraw or otherwise curtail the promotion at any time without prior notice. However, if the promotion is withdrawn or curtailed, valid claims in respect of game pieces already distributed by participating sites will be honoured if claimed in accordance with Rule 3 above.



ISSUED BY: SHELL UK LIMITED, SHELL-MEX HOUSE, STRAND, LONDON WC2R 0DX

OVER 3 MILLION CASH PRIZES



MASTERMIND



SIMPLY MATCH
THE QUESTION
AND ANSWER
TO WIN

CASH PRIZES
OF £10,000
£500, £100,
£5, £1 AND 50p

ONE QUESTION OR ANSWER INSIDE

40,000 PRIZES TO BE WON EVERY DAY