



**Shell**

# MAKE MONEY PROMOTION

This document explains the forthcoming MAKE MONEY Promotion.  
This information is confidential and must not be  
revealed to anyone not directly involved in running the promotion.

## WHAT'S IT ABOUT?

The Customer finds two matching halves of a complete MAKE MONEY 'banknote' and makes money – 50p, £1, £10, £100, £1,000 or £10,000. There are over 1 million cash prizes to be won.

## HOW IT WORKS

All packs, including this Starter Pack, contain 2,500 game pieces. **YOU MUST USE THIS PACK FIRST.**

Each game piece consists of a sealed envelope containing one MAKE MONEY half-note. All game pieces are identical except for the actual cash denomination printed on each note.

**YOU SHOULD GIVE ONE GAME PIECE TO THE DRIVER OF ANY MOTOR VEHICLE, INCLUDING MOTOR BIKES, PER VISIT, PER DAY. THERE IS NO PURCHASE QUALIFICATION – THIS IS A LEGAL REQUIREMENT AND MUST BE COMPLIED WITH AT ALL TIMES.**

Remember, you **MUST** give one game piece to the driver of all motor vehicles, including motor bikes, per visit, per day **IRRESPECTIVE OF WHETHER OR NOT THEY MAKE A PURCHASE OF ANY KIND.**

The Game Rules stipulate:

'NO PURCHASE NECESSARY; Only ONE promotional piece issued, subject to availability, to a driver in control of a motor vehicle per visit, per day.'

## YOU ARE NOT ELIGIBLE

All employees of Shell, its agencies and suppliers involved in this promotion and YOU, YOUR FELLOW STAFF AND YOUR FAMILIES ARE EXPRESSLY EXCLUDED FROM PARTICIPATING IN THIS PROMOTION.

## THE FULL RULES

Because of space limitations condensed rules only are printed on the back of the MAKE MONEY game piece.

The FULL RULES, a copy of which is attached, **MUST BE DISPLAYED IN A PROMINENT POSITION WHERE THEY CAN BE READ BY MOTORISTS.** This is also a legal requirement.

**YOU SHOULD READ THE FULL RULES CAREFULLY AND BE FULLY CONVERSANT WITH THEM.**

## HOW PRIZES ARE WON

There are 6 prize levels – 50p, £1, £10, £100, £1,000 and £10,000 – over 1 million prizes to be won.

A motorist can claim the relevant prize value if he collects two matching half-notes of the same value, i.e. one left-hand and one right-hand half-note.

# CLAIMING PRIZES

## MAJOR PRIZES

The Major Prizes are those of £100 or more, i.e. £100, £1,000 and £10,000.

Claimants must complete their details on the back of each half-note and send these BY REGISTERED POST to the address given.

**YOU MUST NOT UNDER ANY CIRCUMSTANCES PAY OUT MAJOR PRIZES**

## MINOR PRIZES

The Minor Prizes are those of £10 or less, i.e. £10, £1 and 50p.

**YOU MUST PAY OUT ALL MINOR PRIZEWINNERS ON SITE IMMEDIATELY ON PRESENTATION OF A CORRECTLY MATCHED, COMPLETE NOTE OF 50p, £1 or £10.**

## HOW TO CHECK THE WINNERS

This is an example of one complete MAKE MONEY note. All notes are identical except for the value shown in words and numerals at the base of each note.

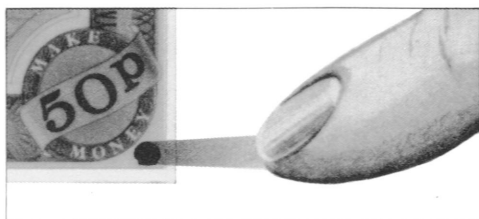


## MAKE 3 CHECKS BEFORE YOU PAY OUT -

1. Check that both halves combine to make one complete note of the SAME denomination.

If the notes are defaced in any way, or if you are suspicious as to their authenticity (e.g. the colours and/or design do not look authentic) the full rules stipulate that you can refuse payment and instruct the claimant to send the relevant half-notes to the address shown on the back of the note for scrutiny and/or payment.

2. Check the colour-smear test. Wet a finger and smear the small Shell symbol printed in BLACK in the bottom corners of each note. ONLY ONE SYMBOL WILL SMEAR – on either a left- or right-hand note depending on the prize denomination –  
50p prizes will smear BLUE  
£1 prizes will smear YELLOW  
£10 prizes will smear RED



IF NEITHER SYMBOL SMEARS OR IF YOU THINK THE SYMBOL HAS ALREADY BEEN SMEARED (ACCIDENTALLY OR OTHERWISE) THE NOTE IS INVALID. YOU SHOULD NOT PAY OUT and you should instruct the claimant to send both half-notes to the address given on the back of the note.

3. Check to see that the claimant has entered the details required on the back of each note CLEARLY AND LEGIBLY IN BALLPOINT PEN ON BOTH HALF-NOTES BEFORE YOU PAY OUT.

Given the need for efficient and speedy service at the cash till, ALL MINOR PRIZE CLAIMANTS MUST AT LEAST COMPLETE THEIR SURNAME, TOWN AND VEHICLE REGISTRATION ON BOTH HALF-NOTES.

ALL CLAIMANTS MUST FILL IN HERE: I agree to abide by the promotion rules and instructions and claim a £\_\_\_\_\_ cash prize. PLEASE COMPLETE IN BLOCK CAPITALS USING A BALLPOINT PEN

NAME SMITH  
ADDRESS LEICESTER

TOWN \_\_\_\_\_ POSTCODE \_\_\_\_\_

VEHICLE REGISTRATION NO A849 NAV

### RULES

- 1) NO PURCHASE NECESSARY
- 2) HOW TO PLAY: Each promotional piece opens up to reveal one Make Money half-note which may match (left and right half of the same denomination) with other half-notes (obtained from any participating Shell site). There is a 5p receipt of claim. Full rules may be seen at participating sites or are available on request; from above address as are lists of Major Prizewinners
- 4) Claims not accepted if either or both half-notes are defective, tampered with, microprinted, multi-

4. So you have 3 simple checks –

1. Visual check that the two half-notes match to make one complete note.
  2. The Shell symbol colour-smear test.
  3. The claimant has completed the details required on the back of both half-notes.
- THEN PAY OUT 50p, £1 OR £10 IN CASH AND PLACE THE TWO HALF-NOTES IN THE CASH TILL AS PART OF YOUR SHIFT TAKINGS.

## UNDER NO CIRCUMSTANCES MUST YOU -

1. Redeem ANY MAJOR PRIZES (£100, £1,000 or £10,000).
2. Redeem ANY MINOR PRIZES AFTER 21ST JUNE 1984 which is the CLOSING DATE FOR CLAIMS.

## MAKE SURE -

All Sales Staff who will be responsible for distributing game pieces and paying out Minor Prizes read these instructions. Then keep them close by the cash till as a permanent reference throughout the promotional period.