

American Express & Rakuten**Quadruple Lucky Seven Campaign Terms and Conditions****(A) Promotion Details**

1. This lucky draw ("Promotion") is jointly organized by American Express, International, Inc. ("Amex") and Rakuten, Inc ("Rakuten").
2. This Promotion will be open to Eligible Cardmembers as set out in section (C) below.
3. All Eligible Cardmembers who fulfill the promotion conditions in section (D) below will be credited with 700 Rakuten Super Points for every order amounting to JP¥7,000 or more in a single transaction ("Minimum Spend") made online at the Rakuten websites at [<http://global.rakuten.com>] and at [<http://rakuten.co.jp>].
Each Eligible Cardmember who fulfills (a) the "minimum spend" and (b) the promotion conditions in section (D) will be qualified for one (1) sweepstake entry. There is no limit to the number of sweepstake entries each Cardmember is allowed.
4. Seven (7) lucky winners will be awarded with a sweepstake prize of 70,000 Rakuten Super Points each. These seven winners will be selected at random by computer from all the sweepstake entries received from Singapore, Taiwan and Hong Kong after the end of the Promotion Period. Each Eligible Cardmember is only entitled to receive one sweepstake prize of 70,000 Rakuten Super Points each. The draw will be conducted by Rakuten and Amex. The draw will take place between 1 July 2012 and 7 July 2012. Winners will be notified by Rakuten to the e-mail address registered on their Rakuten account no later than 15 July 2012. These Rakuten Super Points will be credited into the winners' Rakuten membership accounts not later than the end of July.
The draw for the 70,000 Rakuten Super Points is subjected to each country's laws and regulations. Winners must abide by these laws and regulations.
In Hong Kong, the lucky draw results will be announced in The Standard and Sing Tao Daily within 10 working days after the lucky draw date. Amex reserves the right to publish Winners' names for announcement purpose.
5. One (1) Rakuten Super Point is equivalent to JP¥1 for purchases made on the Rakuten web sites. [<http://global.rakuten.com>] and [<http://rakuten.co.jp>].
6. For the purposes of these terms and conditions, "JP¥" shall mean the currency of Japan, the Japanese Yen.
7. If one of your purchases is cancelled before 1 July, 2012, you will not be eligible to receive any Rakuten Super Points for the cancelled purchase. Cancelled purchases do not qualify for sweepstake entries under this Promotion
8. Please refer to section (E) on when you will receive and how you can use the Rakuten Super Points for making purchases on the Rakuten Global Market or Rakuten Japan websites.

(B) Promotion Period

The Promotion Period will begin on 11 April 2012 at 9:00am and end on 31 May 2012 at 8:59 AM (Singapore/ Hong Kong/ Taiwan standard time).

(C) Eligible Cardmembers

Singapore: Eligible Cardmembers means the cardholders of all American Express Cards issued by American Express International, Inc (excluding American Express Corporate Card and American Express Cards issued by DBS).

Hong Kong: To enjoy the offer, payment must be made with eligible American Express Cards issued in Hong Kong. The offer is not applicable to the following types of American Express Cards: Corporate Card, US Dollar Card, credit cards bearing the American Express name, brand or logo issued by AEON Credit Service (Asia) Co Ltd, DBS Bank (Hong Kong) Limited or Standard Chartered Bank (Hong Kong) Limited in Hong Kong.

Taiwan: To enjoy the offer, payment must be made with American Express Cards issued by American Express International Taiwan Inc., except for Corporate Card. The offer is not applicable to other credit cards bearing the American Express name, brand or logo.

(D) How to Participate in the Promotion

1. Log on to the Rakuten website at[<http://global.rakuten.com/en/event/tieup/amex/>] Or [<http://global.rakuten.com/zh-tw/event/tieup/amex/>] and click the "Campaign Entry" button. You must be logged in to your Rakuten account as a member in order to participate in the Promotion. If you are not a Rakuten member yet, please proceed to register for a membership here.
2. Place an order of JP¥7,000 or more on the Rakuten website or Rakuten Global website during the Promotion Period and select shipping method to "shipping outside of Japan".
3. Pay for your order using your eligible American Express Cards as specified in section (C) above.

(E) Receiving and Using the Rakuten Super Points

1. These Rakuten Super Points will be credited into the winners' Rakuten membership accounts not later than the end of July.
2. All the bonus Rakuten Super Points earned in section (A) 3 and (A) 4 shall expire three (3) months from the date the points are credited into the Eligible Cardmember's Rakuten membership account.
3. Please ensure that you use your Rakuten Super Points within the above time limits. Unutilized Rakuten Super Points which have expired will be forfeited.
4. You are only allowed to use a maximum of 100,000 Rakuten Super Points on both the Rakuten website and the Rakuten Global website in a single calendar month.
5. Please refer to the Rakuten website at [<http://global.rakuten.com/en/event/tieup/amex/>] or [<http://global.rakuten.com/zh-tw/event/tieup/amex/>] for more details on the use and validity of the Rakuten Super Points and other types of Rakuten points you can earn.

(F) General Terms

1. The Rakuten website and Rakuten Global website ("Websites") are owned and managed by Rakuten. Amex is neither responsible nor liable in any manner for any of the contents of the Websites.
2. All prizes are non-negotiable, non-transferable and non-exchangeable for cash, credit, goods or benefits in kind.
3. Amex assumes no liability and bears no responsibility for the quality or service standard in connection with the prizes.
4. Amex and Rakuten reserve the right to withdraw or substitute all prizes with other item(s) of similar value.
5. By participating in this Promotion, you agree to be bound by these official rules and regulations. Failure to comply with these Terms and Conditions will result in a disqualification from the right to participate in the Promotion.
6. In the event of any inconsistency between these Terms and Conditions and any brochure, marketing or promotional material relating to this Promotion, these Terms and Conditions shall prevail.
7. Any decision of Amex or Rakuten on all matters relating to this Promotion shall be final, conclusive and binding, and no correspondence in relation thereto will be entertained.
8. Amex shall not be liable in any manner for any claims, costs, injuries, losses or damages of any kind whatsoever arising out of or in connection with this Promotion or from the acceptance or possession of any prize.