

## **APPENDIX A: DEAL REGULATIONS**

Mifal Hapais (hereinafter “Mifal Hapais” or “Pais”) and EL AL Airlines (hereinafter “EL AL” or “the airline”) hereby announce a combined sales campaign, intended to enlist Payis subscribers among EL AL Matmid Club members, and to register Pais subscribers in the EL AL Matmid Frequent Flyer Club, during the duration of the campaign, as delineated in clause 2 below, all in accordance with the following conditions:

1. **“Gift for Joining”:**  
40 Matmid Club points, to be transferred directly into the Matmid Club account after the customer has been registered as a subscriber in Mifal Hapais, and two free lotteries to be given at the conclusion of 12 months from the date of subscription to the Pais.
2. **Campaign Period:**  
The campaign begins on September 8, 2008 and continues until July 31, 2009.
3. **Entitlement to Gift for Joining:**  
Every Matmid Club member (hereafter “Club Member”) who joins Mifal Hapais during the campaign period and remains a member for a year.
4. **Benefit for Payis Members Joining the Matmid Club:**  
Every active Pais member joining the Matmid Frequent Flyer Club during the first two months of the deal will receive a 50% discount on the cost of registering in the Club, a total of \$10.
5. **Awarding the Gift for Joining:**
  - 5.1. Campaign details appear in Club and Pais advertisements.
  - 5.2. Matmid Club members wishing to subscribe to Mifal Hapais or an existing Mifal Hapais subscriber wishing to purchase an additional subscription and receive the Gift for Joining, should contact the Telephone Service Center for the campaign, as detailed in section 7 below and submit the required details:
    - Full name (first and family names)
    - ID number
    - Frequent flyer number
    - Credit card number to be debited
    - Bank account number for winnings
    - Telephone numbers: cell phone and land phone
    - Address
    - Email address
  - 5.3. The customer’s personal details will be recorded in the Mifal Hapais computer, and mail will be sent directly to the customer with a subscriber’s card for participation in the Mifal Hapais drawings in accordance with Mifal Hapais regulations.
  - 5.4. A customer registering for a subscription to Mifal Hapais will be committed to retain the membership for the first 12 months after joining, as a condition for receiving the Gift for Joining.
  - 5.5. After the customer is registered in the Mifal Hapais computer, the customer’s Matmid account will be credited with a one-time gift of 40 points.

- 5.6. The customer will be eligible to participate in two free Mifal Hapais drawings at the conclusion of 12 months from the date of joining.
- 5.7. Each customer is entitled to only one Gift for Joining (based on I.D. number, as determined by Mifal Hapais).
- 5.8. An existing Mifal Hapais subscriber will be eligible for a Gift for Joining after the subscriber joins the Club as a member and purchases an additional Mifal Hapais subscription according to campaign conditions.

**6. Special Drawing:**

- 6.1. Every quarter, beginning December 15, 2008 a special drawing will be held. In each drawing 5 Mifal Hapais subscribers who joined as part of the campaign (a total of 20 winners) will win a prize – entitlement to a voucher for a bonus ticket for one for a round-trip flight to one of the countries in Western Europe (Zone C), in Economy Class (J class), at the airline’s expense (not including taxes and surcharges which will be paid by the winner as a precondition for utilizing the bonus voucher). All Matmid Club rules, conditions and regulations will apply to the bonus voucher. The bonus ticket will be subject to the conditions of a ticket in J class. Bonus voucher validity will be one year from date of issue. It will be possible to transfer entitlement for using the bonus vouchers to any person, for a handling fee of \$30, on condition that the bonus voucher is valid and has not been ticketed.
- 6.2. Every customer will be entitle to participate in one drawing according to his/her joining date to the campaign.
- 6.3. It is hereby stated that the bonus flights (resulting from utilization of the bonus vouchers) will not earn the winners and/or those who fly any Matmid Club points, and that it will not be possible to upgrade the bonus tickets to other Classes by means of Club points. It is further stated that a Mifal Hapais subscriber who wins the lottery will not be entitled to exchange the winning ticket for a cash prize or any other prize.
- 6.4. The special drawings will be held as follows:

Drawing	Date of drawing	Period joined
First drawing	December 15, 2008	Sep. 8 ,2008 – Dec. 7, 2008
Second drawing	March 15, 2009	Dec. 8, 2008 – Feb. 28, 2009
Third drawing	June 15, 2009	March. 1, 2009 – May 31, 2009
Fourth drawing	August 16, 2009	June 1, 2009 – July 31, 2009

- 6.5. Notwithstanding the aforesaid in clause 6.3, in every case deemed proper by Mifal Hapais, it retains the absolute right, at its own and sole discretion, to advance or postpone the time (day and/or hour) and/or to change the venue set in this campaign for holding any of the drawings to a different date and venue, on condition only that the specific drawing be held no later than 21 days from the original date.

- 6.6. It is hereby clarified that distribution of the bonus vouchers as part of the “special drawing” will be conducted subject to the discretion of Mifal Hapais and subject to the number of subscribers
- 6.7. Mifal Hapais is responsible for conducting the drawings.
- 6.8. Mifal Hapais is responsible for informing the winners.
- 6.9. Presenting the prize to the customer and coordinating all matters pertaining to utilization of the prize are the sole responsibility of the airline.

**7. Telephone Center:**

The campaign Telephone Service Center number through which it is possible to join Mifal Hapais as a subscriber is **\*6553**.

During the campaign, a Mifal Hapais Telephone Service Center will be available for customer clarifications and questions. Its number will be 03-6940177 from all telephones. Telephone Service Center hours of activity during the campaign will be as follows: Sunday – Thursday, from 9 am to 10 pm; Friday, from 8 am to 2 pm.

**8. General:**

- 8.1. Campaign regulations can be viewed in the offices of Mifal Hapais, the offices of EL AL Airlines management and the airline’s branches.
- 8.2. Mifal Hapais and EL AL reserve the right to cancel and/or alter and/or update the campaign and/or the campaign period and/or campaign regulations at any time, at their sole and exclusive discretion. Notification of such changes in the campaign and/or its duration and/or its regulations as noted in this clause will be published at the discretion of EL AL and Mifal Hapais.
- 8.3. Campaign regulations are subject to the laws of the State of Israel and their revisions from time to time.
- 8.4. In any dispute pertaining to campaign conditions, the authorized court in Tel Aviv-Jaffa will have sole and exclusive jurisdiction.
- 8.5. In any case in which a customer violates the instructions of campaign regulations and/or in the case of suspicions arising about abuse of the prize that was awarded, Mifal Hapais and/or the airline will be entitled to prevent the participation of that customer in the campaign and the customer will have no contention and/or suit against Mifal Hapais and/or the airline and/or any of their agents pertaining to cessation of participation in the campaign in the above delineated circumstances.

Shaul Sutenik  
General Manager  
Mifal Hapais