

1. This campaign is valid in all countries where Pioneer paper reams are available commercially.

All Portucel Soporcel group collaborators, their relatives or any other person linked to the promotion are excluded from participating.

2. The promotion is valid from 01/08/09 to 31/12/09.

3. To contribute, go to the helpustohelp.pioneer-paper.com website and join in, invite a friend or submit a ream code. By doing these actions you earn "virtual ribbons" and contribute to Laço.

To earn "virtual ribbons" by inviting friends the recommended friend must enter in the promotion site and contribute as well.

4. Pioneer brand offers 1 iTunes album per day for the best contributor of the day.

The iTunes album winners shall be notified within 10 days from the winning day. The notification will be sent from iTunes to the e-mail used in the campaign.

If a tie occurs, wins the first contributor who has reached the highest number of ribbons.

5. Every winner will receive an e-mail containing the link to download his/her prize. The process to redeem iTunes albums is made directly by the official Apple Online Store, from Apple Inc (www.apple.com). Any issue related with it must be addressed directly to this provider.

6. Pioneer brand will give up to 10 screenings per day until the end of the campaign. Everyday, when this daily amount is reached the website stops accepting participations until the end of the day.

7. The ranking shows a list of the best contributors of the campaign. This information shall not be used to claim prizes. Only notified contributors will be considered as winners.

8. Portucel Soporcel shall not be held responsible for any errors in the system, website inaccessibility, delays in deliveries or any other adverse effects that might take place. In the meanwhile, Portucel Soporcel group will do everything in its power to minimize potential problems that may arise.

9. Incomplete participations, invalid or incorrect in any way, will not be taken into account.

10. All participations that don't meet the spirit of the campaign will be dismissed. We totally disapprove all types of incorrect or offensive language.

11. Portucel Soporcel group may give prizes different from the foreseen ones but of the same value, in case it is forced to do so due to circumstances outside its control.

12. Prizes shall not, under any circumstances, be replaced by cash or transferred by Portucel Soporcel to an entity other than the promotion winner.

13. When entering the promotion all participants agree to fully accept these rules.

The instructions given during the promotion are an integral part of these rules.

14. Any lack of compliance with these procedures shall result in the disqualification of the participant and loss of the ribbons.

15. In case of any doubts please check the frequently asked questions or contact us, using the form included in this page.

16. The timezone of the promotion site is GMT.

Portucel Soporcel Group – July 2009