

**YOU DECIDE IF YOU WANT TO WIN-A-BED FROM CRAFTMATIC ADJUSTABLE BEDS... OR NOT!**

**38927-A**

**12 Month Entry Sticker to Win-A-Bed**

**<Name>**

Wants to Enter to Win in 12 Monthly Draws a Craftmatic Adjustable Bed!

**NOT AN ENTRY TO WIN-A-BED**

**<Name>**

Does not want to enter to win, but does want more details on the Craftmatic Adjustable Bed.

**YES**

, my WIN-A-BED Entry sticker is below! I want my name entered in either 12 draws (one per month for a full year) or just one draw (the next monthly draw.) Or I decided I don't want to win a bed, but I would like more information about the Craftmatic Adjustable Bed.

Please call me at this number if I am a winner, or with more details about the Craftmatic Adjustable bed.

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**<INTERNAL> <KEYCODE>**  
**<TITLE> <FIRSTNAME> <LASTNAME>**  
**<ADDR1> <ADDR2>**  
**<CITY> <STATE> <POSTALCODE> <COUNTRY>**



Please write your phone number above, so we can call you if you win and to give you more details about the Craftmatic Adjustable Bed. Tick here if you do not want your name and address to be disclosed to companies who may contact you about products that may be of interest to you.

Your email address \_\_\_\_\_ @ \_\_\_\_\_

**Peel your WIN-A-BED Sticker and Affix it in the blue box to the right.**



Malcolm Whitty,  
Craftmatic Executive

**38927-B**

I want you, **<Firstname Lastname>**  
To decide if you want 12 Chances to Win  
A Craftmatic Adjustable bed... or NOT!

**OFFICIAL AND APPROVED ENTRY OPPORTUNITY FOR THE PERSON NAMED BELOW:**

**<INTERNAL> <KEYCODE>**  
**<TITLE> <FIRSTNAME> <LASTNAME>**  
**<ADDR1> <ADDR2>**  
**<CITY> <STATE> <POSTALCODE>**  
**<COUNTRY>**

**<Bar Code>**

Dear **<Firstname Lastname>**,

It is very simple. I want you to decide if you want 12 chances to win a Craftmatic Adjustable Bed... or not! As Official Prize Award Administrator for the Craftmatic WIN-A-BED programme, many people write to me expressing their desire to take control of their opportunities to win.

My name is Malcolm Whitty, and I want to give you that opportunity.

Here's what I ask you to do. 1. You decide if you want your name entered in 12 consecutive monthly drawings for an amazing Craftmatic III Adjustable Bed (with more that 1001 positions with soothing heat and gentle massage) or not. 2. Peel the sticker of your selection from the left-hand side of the Form enclosed and move it to the Blue Box on the right-hand side, just below your name. Make sure you write in your phone number and email address. 3. Use the handy reply envelope enclosed to rush your reply to my office. There is no cost to enter.

I wish I could tell you right here all the great benefits of the Craftmatic III Adjustable bed. It's comfy and cozy, helps you get a restful night's sleep and can temporarily relieve stress and minor aches and pains. More than One Million People love their Craftmatic Adjustable Bed, and enjoy temporary relief from a wide range of problems.

It's important you include your phone number on the reply form.. If you're a winner, we will call you with the great news, and we want to give you more details about our wonderful adjustable bed. As I said, there just isn't enough room in one letter to tell you all the great things you get from sleeping on a Craftmatic Adjustable Bed.

I look forward to your reply. Remember, you decide if you want to enter 12 monthly draws to win a Craftmatic Adjustable Bed, or NOT. (But I think I already know your decision...)

Regards,

Malcolm Whitty

**DOES ANYONE EVER WIN THE CRAFTMATIC ADJUSTABLE BED?  
YES! EVERY MONTH WE AWARD ONE LUCKY WINNER WITH THEIR  
OWN CRAFTMATIC III ADJUSTABLE BED...**

**Look at these previous winners... and remember, YOU CAN WIN TOO!**



You decide if you want to enter... FREE of Charge...  
12 Drawings ... One per month for one full year ...  
To win a Craftmatic III Adjustable Bed...  
**OR NOT!**

**Make sure you get your entry form in the post as soon as possible. You don't want to miss the next drawing for a FREE Craftmatic III Adjustable Bed. We give away one bed every month. But you decide if you want to enter to win, or not!**



TERMS & CONDITIONS (of which instructions form part) 1. There will be 12 Prize Draws, one each month. Depending on the entry coupon used, respondents will either be entered into 12 consecutive draws or the draws remaining in the rolling 12-month cycle which runs 1 September to 31 August each year. To qualify for the most current drawing, entries must be received by the last business day of the month. Telephone calls must be received by 5:00 pm on the last business day of the month. Draws will take place after the last day of each month from all eligible entries. No liability can be accepted for entries lost, damaged or delayed in the post. Proof of posting is no proof of receipt. Only one person per household may enter. Multiple entries permitted at the discretion of the promoter. The winner will be the first correctly completed form (to include daytime contact phone number) selected at random from all entries received. Promoter not responsible for any printing, production, typographical, transmission or other errors or failures. An independent adjudicator will oversee the drawing. 2. The "Win-a-Free" Craftmatic

Adjustable Bed offer is open to UK residents, excluding employees of Craftmatic UK Ltd., and their agents or anyone connected with the offer. 3. The prize is a single, double or queen model III electric adjustable bed with specially equipped heat mattress topper and massage-plus free delivery and installation is included. 4. The prizewinner will be notified by phone or post. 5. Delivery upon request. 6. No purchase is necessary. 7. Winners may, at their option, receive £661.00 in lieu of the prize. 8. Promoter's decision is final and binding. No correspondence will be entered into other than with the winner. To request the name of the winner, send a prepaid self-addressed envelope to prize Draw Winner, Craftmatic Adjustable Beds, Fyfield Wick, Abingdon, Oxon, OX13 5NF. Registered Number: 2872108 Registered Address: 33 Cannon Street, London EC4M 5TE.

