

## Scratch-n-win prize ploy

Written by Administrator

Friday, 11 September 2009 10:56 -

---

KULASINGAM from Subang Jaya is puzzled over the prize he won from a scratch-and-win contest organised by a beverage company. He says the scratch-and-win contest pamphlet listed prizes of up to RM1.5 million.

I bought four tins of creamer to win the scratch-and-win coupon.

When I scratched the coupon, it stated that I can get a KFC Fillet Burger and Pepsi Float for RM5.10.

This means I have to fork out more money to get the prizes I won.

KULASINGAM wants to know if this kind of contest is legal or is just a scam.

NATIONAL Consumer Complaints Centre director Darshan Singh says it is unethical for companies to use such sales tactic.

There is no provision under the law saying that it is wrong for such contests to be held.

However, it is unethical as the company plays with the consumers' feelings by promising them a chance of winning great prizes by buying the company's products.

It is a different thing if they put a "Sorry, please try again" note in the coupon.

Making consumers pay more to redeem prizes is unethical, he says.