

19 CRIMES FIND THE 19TH CORK CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING. NO ALCOHOLIC BEVERAGES ARE AWARDED AS PART OF ANY PRIZE.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF CANADA (EXCLUDING QUEBEC) WHO ARE TWENTY-ONE (21) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

VOID IN QUEBEC AND WHERE PROHIBITED OR RESTRICTED BY LAW.

The 19 Crimes Find the 19th Cork Contest ("Promotion") is sponsored by Treasury Wine Estates Americas Company ("Sponsor"), 555 Gateway Drive, Napa, CA 94558 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033, as a promotional contest for the Sponsor's products.

- PROMOTION TIMING:** The Promotion begins at 12:00 PM Eastern Time ("ET") on August 31, 2018 and ends at 11:59:59 PM ET on October 31, 2018 ("Promotion Period"). The Promotion includes the following two (2) entry periods (each, an "Entry Period"):

Entry Period	Start Date	End Date (at 11:59:59 PM ET)	Drawing Date
1	August 31, 2018 at 12 PM ET	September 30, 2018	October 1, 2018
2	October 1, 2018 at 12 AM ET	October 31, 2018	November 1, 2018

Non-winning Entry Period 1 entries will carry forward into Entry Period 2. The Administrator's computer is the Promotion official clock.

- ELIGIBILITY:** The Promotion is offered only to legal residents of Canada (excluding Quebec) who are at least twenty-one (21) years old at the time of entry ("Entrant"). Persons are not eligible to enter or win if they: (a) are employees, officers, directors, representatives, or agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Promotion Entities"); (b) are employees or contractors to any provincial liquor authority, liquor distribution company or participating licensed establishment; or (c) are immediate family members (e.g., spouse, parent, sibling, child, and their respective spouses and the "steps" of each, all lineal descendants, including those by adoption, regardless of where they reside) or persons living in the same household of each, whether or not related. Void in Quebec and where prohibited or restricted by law. All applicable federal, provincial, territorial, and local laws and regulations apply.

Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions and interpretations, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. For purposes of the Promotion, an Entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical addresses or e-mail addresses.

3. HOW TO ENTER THE PROMOTION: During the Promotion Period, there are two ways to enter the Promotion:

- A. Online:** An Entrant may visit 19thcork.com (“Website”), enter his/her date of birth and e-mail address, and complete and submit the online registration form in full and as instructed, which may include, but is not limited to, complete first and last name (no initials), street address (no P.O. box), city, province/territory, postal code, date of birth, phone number, where Entrant heard about 19 Crimes, and confirmation Entrant has read and agrees to be bound by these Official Rules. All fields on the entry form must be completed unless they are indicated as optional. After completing registration, an Entrant may follow the instructions to play the match game at the Website, after which he/she will receive one (1) entry into the Promotion. Note: an Entrant will receive one (1) entry upon completion of the match game, regardless of Entrant’s performance in the match game.
- B. Living Wine Labels App:** An Entrant may use the Living Wine Labels app on his/her smartphone to scan the label of any 750ml bottle of 19 Crimes product, follow the instructions to experience the story of 19 Crimes and access the Promotion by clicking on the Promotion banner image, and register by providing all information listed in Section 3A above to receive one (1) entry into the Promotion. If an Entrant does not have the Living Wine Labels app, he/she can download the app to his/her smartphone.

After an Entrant has registered at the Website or in the app, Entrant may return daily during the Promotion Period and follow the instructions at the Website or in the app to receive one (1) additional entry into the Promotion.

If an Entrant participates via a mobile device, message and data rates may apply. Not all cellular phone providers carry the service necessary to participate in this Promotion through a mobile device. Please check your mobile device’s capabilities for specific web enabled browsing instructions and pricing plans.

Entry Limit: Regardless of method of entry, limit one (1) entry per person/e-mail address per day during the Promotion Period. A day is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET, except for August 31, 2018, when a day will start at 12:00 PM ET and end at 11:59:59 PM ET. If entries are received from the same person/e-mail address in excess of the stated entry limits, the entries will be void, subject to Sponsor’s discretion.

4. RANDOM DRAWINGS: On or about each Drawing Date listed in Section 1, Administrator will select four (4) potential first prize winners and twenty-eight (28) potential second prize winners in a random drawing from among all eligible entries received during the applicable Entry Period. On or about November 1, 2018, Administrator will select one (1) potential grand prize winner in a random drawing from among all eligible entries received during the Promotion Period. Each winner is deemed to be a potential winner, pending verification of the Entrant’s eligibility and compliance with these Official Rules, as determined by Sponsor or Administrator, in their sole and absolute discretion.

5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

All CAD values are based on the USD/CAD exchange rate on July 10, 2018.

- A. Grand Prize (1):** The grand prize is a three (3)-day/two (2)-night trip to Boston, Massachusetts from July 17, 2019 to July 19, 2019 for the winner and one (1) guest who is at least twenty-one (21) years of age (“Grand Prize”). The Grand Prize includes round-trip, coach class air

transportation for two (2) from the major airport nearest Grand Prize winner's home to Boston, Massachusetts; one (1) double occupancy standard hotel room for two (2) nights; party admission for winner and guest (on July 18, 2019 in Boston Harbor); and a \$1,000 USD check made payable to the winner. Trip must be taken on the dates specified above. Travel dates are subject to availability; blackout dates and other restrictions may apply. The winner and his/her guest must travel on the same schedule. Winner and guest are responsible for having valid travel documents including government identification and/or passports. The winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in the Grand Prize. Travel must be booked at least thirty (30) days in advance. The guest must complete a travel companion release form and any other documentation required by Sponsor before travel is booked. The winner and guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. The winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element, or detail of the Grand Prize is canceled, postponed, or becomes unavailable for any reason. Should any event, element, or detail of the Grand Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the Grand Prize, minus any unavailable event, element, or detail. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the trip will not be awarded. If the winner elects to participate in the trip without a guest, no additional compensation will be provided. The ARV of the Grand Prize is \$4,989.40 CAD. One (1) Grand Prize will be available.

B. First Prizes (8 total; 4 per Entry Period): The first prize is one (1) set of headphones ("First Prize"). The ARV of each First Prize is \$144.43 CAD. All First Prize specifications are subject to Sponsor's sole discretion. The ARV of all First Prizes is \$1,155.44 CAD. No more than eight (8) First Prizes will be awarded (four [4] per Entry Period).

C. Second Prizes (56 total; 28 per Entry Period): The second prize is one (1) branded hoodie ("Second Prize"). The ARV of each Second Prize is \$59.09 CAD. All Second Prize size and style elements are subject to Sponsor's sole discretion. The ARV of all Second Prizes is \$3,309.04 CAD. No more than fifty-six (56) Second Prizes will be awarded (twenty-eight [28] per Entry Period).

D. Total ARV: The ARV of all prizes (each, a "Prize") in this Promotion is \$9,453.88 CAD.

E. Odds of Winning: The odds of winning a First or Second Prize depend upon the number of eligible entries received during each Entry Period. The odds of winning the Grand Prize depend upon the number of eligible entries received during the Promotion Period. Limit one (1) First Prize and one (1) Second Prize per person or household. For clarity, a person or household can win the Grand Prize in addition to one (1) First Prize and/or one (1) Second Prize.

6. WINNER VERIFICATION AND SKILL TESTING QUESTION: Each potential winner will be notified via e-mail by Sponsor or its authorized designee at the e-mail address provided at the time of registration. Upon receiving a Prize notification e-mail, a potential winner must correctly answer a timed mathematical skill-testing question without assistance or the Prize will be forfeited. Before being declared the Grand Prize winner, the potential Grand Prize winner will be required to execute a Declaration of Eligibility/Liability/Publicity Release ("Declaration"). The potential Grand Prize winner must return a fully executed Declaration to the Sponsor or its authorized designee within five (5) calendar days from the date it is postmarked as being sent to the potential Grand Prize winner. If a

potential winner is disqualified, is found to be ineligible, is not in compliance with these Official Rules, declines to accept a Prize, fails to correctly answer the timed mathematical skill-testing question, or fails to return an executed and notarized Declaration within the five (5) calendar day deadline (for Grand Prize winner), the Sponsor may, in its sole discretion, conduct a random drawing to select an alternate winner from the remaining eligible entries. A Prize will go unawarded, at Sponsor's sole discretion, if, after a reasonable effort to award the Prize, Sponsor is unable to award the Prize to a verified winner. Any federal, provincial, territorial, and local taxes imposed on the acceptance of a Prize are solely the responsibility of a winner.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive a Prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. First and Second Prizes will be mailed to winners at the addresses provided at registration. Please allow six (6) to eight (8) weeks for delivery. Grand Prize winner will be contacted by Sponsor or Sponsor's designee to arrange Grand Prize travel. Promotion Entities shall not be held responsible for any delays in awarding a Prize for any reason. Each Prize will only be awarded to a verified winner.

- 7. LIMITATION OF LIABILITY:** By participating in this Promotion, Entrants agree that the Promotion Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents, and the provincial liquor authorities ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, programming, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to Entrants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Promotion Entities are not responsible for any unanswered or undeliverable winner notifications.

The provincial liquor agencies are not connected with this Promotion in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter which relates to this Promotion.

By entering the Promotion, each Entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not

limited to, any Promotion-related activity or element thereof, and the Entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by Entrant.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. If for any reason, including but not limited to an administrative, printing, production, computer, typographical, mechanical, or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, more winners stated on any Promotion related materials, or more Prizes are claimed than are intended to be awarded according to these Official Rules, the intended Prizes will be awarded in a random drawing from among all verified Prize claims received.

Without limiting the foregoing, everything regarding this Promotion, including each Prize, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- 8. DISPUTES: IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN CALIFORNIA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN NAPA COUNTY, CALIFORNIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**
- 9. PRIVACY POLICY:** Sponsor's Privacy Policy is available at <http://www.tweglobal.com/privacy-policy/>.
- 10. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a Prize, each Entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and province), biographical information, photos, picture, portrait, likeness or other image, voice,

and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Promotion other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any Entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Promotion. Any attempted form of participation in this Promotion other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each Entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No Entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

12. WINNER LIST: For the names of winners, send a self-addressed, stamped envelope postmarked after to: 19 Crimes Find the 19th Cork Contest Winner List Request, PO Box 251328, West Bloomfield, MI 48325. Winner list requests must be received by December 31, 2018.

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