

**CARLO ROSSI VINEYARDS
ROSSI POSSE CONTEST
OFFICIAL RULES AND REGULATIONS**

1. **NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.**

2. **CONTEST ENTRANTS AND PRIZE RECIPIENTS MUST BE LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES (EXCLUDING CA, TN AND UT) OR THE DISTRICT OF COLUMBIA AND AT LEAST 21 YEARS OLD AT THE TIME OF ENTRY TO BE ELIGIBLE. VOID IN CA, TN, UT, PR, OUTSIDE THE FIFTY (50) UNITED STATES AND WHERE OTHERWISE PROHIBITED BY LAW.** Employees of the Sponsor, its alcoholic beverage distributors and retailers, affiliates, subsidiaries, advertising and promotion fulfillment and/or judging agencies, and the immediate family members of each are not eligible. Contest subject to all applicable federal, state and local laws and regulations.

3. **SPONSOR:** Carlo Rossi Vineyards, 600 Yosemite Boulevard, Modesto, CA 95354.

4. **TWO WAYS TO ENTER:** The Contest begins at 12:00:01 AM Eastern Daylight Savings Time ("EDT") on October 1, 2009 and ends at 11:59:59 PM Eastern Standard Time ("EST") on November 30, 2009. **1) Mail-In Entries:** On a piece of paper, print your complete name, home address, telephone number, date of birth and E-mail address (if applicable) and prepare an essay in 100 words or less describing why you are a potential leader of the Carlo Rossi Posse as defined herein (hereinafter, "Mail-In Entry"). Mail your Entry to: Carlo Rossi Posse Contest, c/o Hunter Public Relations, 41 Madison Avenue, New York, NY 10010-2202. All Mail-In Entries must be postmarked by November 30, 2009 and received by December 7, 2009; or **2) Online Entries:** To enter, visit www.carlorossi.com, complete the required information on the Official Entry Form displayed, and submit the Entry as directed. Entrants will be required to provide their complete name, home address, telephone number, date of birth and E-mail address, answers to the up to six (6) questions featured on the Official Entry Form and prepare an essay in 100 words or less describing why you are a potential leader of the Carlo Rossi Posse as defined herein (hereinafter, "Online Entry"). All Online Entries must be received by 11:59:59 PM EST on November 30, 2009. The leader of the Carlo Rossi Posse is defined as someone who is a practical leader with a down to earth, good and honest demeanor and a sharp sense of humor. With respect to Mail-In Entries, Sponsor is not responsible for lost, incomplete, stolen, damaged, illegible, late, undelivered, postage due or misdirected Entries or Mail. With respect to Online Entries, Sponsor is not responsible for inaccurate Entries or technical or mechanical malfunctions caused by equipment, programming used in the Contest or other malfunction or errors, whether technical, mechanical, human or otherwise, relating to or in connection with this Contest, including without limitation, errors, or problems which may occur in connection with the administration of this Contest. Digital photograph files in .zip format will not be opened or considered. All Mail-In and Online Entries (collectively, "Entries") upon submission, become the property of the Sponsor and will not be acknowledged or returned and Sponsor has the right to dispose of the Entries at Sponsor's discretion. All Entries must be submitted in the English language. Limit one (1) entry per household or E-mail address. Duplicate Entries and Entries that are deemed by the judges to be immoral, obscene, profane, lewd or not in keeping with Sponsor's image or in violation of these Official Rules will be disqualified. By entering the Contest, Entrants agree that the Sponsor shall have the right to edit, modify, publish, use, reuse, not use, or otherwise exploit the Entry, and any materials based thereon or derived therefrom, in any manner, for any lawful purposes whatsoever, including, without limitation, for use in the packaging, or for promotion or advertising purposes in any medium (whether now or hereafter known) throughout the world in perpetuity without further permission, consideration, or payment to the Entrant, except where prohibited by law. By submitting your Entry, you warrant and represent that your Entry is 100% original and was created solely by you, that the Entry does not incorporate any material owned by any third party, and that use of the Entry as described herein will not violate any law or infringe upon the rights of any third party. If, in the opinion of the judges, or Sponsor,

the Entry violates any law or infringes upon the rights of any third party, is inaccurate, illegible, incomplete or irregular in any way, or otherwise does not comply with the Official Rules, the Sponsor may disqualify the Entry. Multiple or duplicate entries will be disqualified. Sponsor is not responsible for lost, late, incomplete, misaddressed, or otherwise misdirected entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error. IF YOU WOULD LIKE YOUR E-MAIL ADDRESS USED FOR FUTURE MARKETING PURPOSES, PLEASE MAKE SURE THE APPROPRIATE BOX ON THE ENTRY FORM IS CHECKED.

5. **JUDGING CRITERIA:** Entries will be judged based on the following criteria: Originality (0-25 points); Individual who embodies a practical leader with a down to earth, good and honest demeanor and a sharp sense of humor (0-50 points); and Proper Use of Grammar (0-25 points). One (1) Grand Prize Winner will be selected on or about December 15, 2009 based on the judging criteria stated herein. All entries will be judged by a panel of judges whose decisions are final and binding on all matters relating to this Contest. In the event of a tie, the tied entrants will be re-judged by an additional judge who will serve as a tie-breaker using the same criteria as outlined herein. In the event the same photograph is submitted by more than one entrant, only the first entry received will qualify.
6. **ONE (1) GRAND PRIZE:** Grand Prize consists of one (1) check in the amount of ten thousand dollars (\$10,000) made payable to the Grand Prize to help him/her create a dream den or family room. The value of the Grand Prize: 10,000. No substitution, assignment, or transfer of any prize permitted. Grand Prize will be awarded provided it is properly claimed.
7. **CLAIMING PRIZE/RELEASE:** Eligibility, age and prize claim by Grand Prize Winner is subject to verification. Potential Grand Prize Winner will be notified by U.S. Mail delivery on or about December 22, 2009. Potential Grand Prize Winner must sign before a notary and return an Affidavit of Eligibility/Prize Acceptance/Liability and (where legally permissible) a Publicity Release Form within fourteen (14) business days of receipt. Non-compliance may result in disqualification and the Grand Prize will be awarded to an alternate Prize Winner based on the judging criteria outlined in Paragraph #5. If the Grand Prize Winner notification is returned as undeliverable, Grand Prize Winner is ineligible, or Grand Prize Winner declines a prize, the Grand Prize may be forfeited and awarded to an alternate Grand Prize Winner based on the judging criteria outlined in Paragraph #5, provided a sufficient number of eligible entries are received. Sponsor is not responsible for fraudulent calls or E-mails made to entrants not by Sponsor.
8. **INTERNET:** If for any reason this Contest is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND 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. In the event of a dispute as to the identity or eligibility of any entry based on an e-mail address, the entry will be declared made by the "Authorized Account Holder" of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person, 21 years of age or older, who is assigned to an e-mail address by an Internet access provider, online service provider or other organization

(e.g., business, education institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Use of automated devices are not valid for entry.

9. **GENERAL:** By entering this Contest and/or accepting a prize, entrants and prize winner: (1) agree to be bound by these Official Rules; (2) agree to release Sponsor, its alcoholic beverage distributors and retailers; affiliates, subsidiaries; advertising and promotion fulfillment and/or judging agencies and all related entities from all liability, claims, action, or proceedings relating to the Contest and from injuries or damages relating to acceptance or use of the prize items; (3) agree to share customer information contained in their entry with Carlo Rossi Vineyards, the Contest administrator and judging agency (Hunter Public Relations); (4) consent to the use of his name, voice, picture, likeness, and entry for editorial, publicity, advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law; and (5) acknowledge that the stated parties have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Prize, including but not limited to its quality, mechanical condition, or fitness for a particular purpose.

10. **NAME OF WINNER/OFFICIAL RULES:** To receive the name of the Winner, (available after January 15, 2010), or a copy of the Official Rules, send a self-addressed, stamped #10 envelope to: "Carlo Rossi Vineyards Rossi Posse Contest Winners," c/o Hunter Public Relations, 41 Madison Avenue, New York, NY 10010-2202. Please specify "Official Rules" or "Winners List" on the outer mailing envelope. Your request must be sent so that it is received by June 30, 2010.

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