

# *Jordan Winery Food Photo Contest Official Rules*

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Jordan Winery and not to Facebook. The information you provide will only be used to contact you in case you win the Food Photo Contest. You may also be invited to join our opt-in mailing list at a later date.

**ELIGIBILITY:** The Jordan Winery Food Photo Contest is open to natural persons 21 years of age or older at the time of entry and who are residing in the United States, excluding Puerto Rico and its territories, and any state where the Contest is prohibited by law. California residents are excluded by law due to prize dollar value. Tennessee and Illinois residents excluded from internet-only promotions. This Contest is sponsored by Jordan Winery, (“Sponsor”). Alcohol beverage industry members, including retailers, and their families, employees, shareholders, officers, directors, agents, representatives of Sponsor, or the promotion and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible. No professional photographers, please. Sponsor’s address is: 1474 Alexander Valley Road, Healdsburg, CA 95448.

Contest begins at 7:00 AM PST on October 5, 2010, and ends at 11:59 PM PST on November 2 (the “Contest Period”). Contest subject to these official rules, which can be found at <http://blog.jordanwinery.com/go/news/>.

**HOW TO ENTER:** Contest is subject to these official rules.

Today, almost anyone can create high-quality photography that could grace the cover of a magazine – if one knows some basic composition tips and owns a good digital camera. To celebrate the amateur food photography movement that has been sweeping the nation, we invite you to enter our first food photography contest.

First, check out our recent blog post with links to food photographer websites and food photography tips: <http://blog.jordanwinery.com/2010/08/photography-contest-winner-food-bloggers-conference/>. Then find a food subject that is intriguing to you. Prepared dishes (at a restaurant or at home) or raw ingredients are both viable subjects. Live animals are not. Photos should be focused on the dish and may not include people. To honor the marriage of food and wine, wine glasses and/or Jordan bottles can be included in your photograph. No purchase of Jordan is required to enter.

Submit photographs in JPEG format. Be sure to give your food photograph a name. Include a brief description of the food subject. If the photograph was taken at a restaurant, please do

not identify the restaurant for legal reasons. Photo submissions must contain entrant's name, address, email and date of birth.

You can enter the Promotion through the Wildfire application on the Facebook Platform. You can also find the application on the Contests tab on the Jordan Winery Page on Facebook. Facebook supports the uploading of .jpg, .gif, .bmp, and .png files with a maximum file size is 15 MB. You must be a fan of Jordan Winery [www.facebook.com/jordanwinery](http://www.facebook.com/jordanwinery) in order to submit an entry. If you decide to enter your photo submission via Facebook, any questions, comments or complaints regarding the promotion will be directed to Sponsor.

You may also submit entries via email. The photo can be submitted by pasting the above requested information into an email, attach the photo to the email, and send to [blog@jordanwinery.com](mailto:blog@jordanwinery.com), subject line: Jordan Food Photo Contest. Emailed photos should also be no larger than 1MB.

Limit: 2 entries per natural person and 4 entries per household.

JUDGING: Judging takes place between November 3 and November 5, 2010, and will be conducted by a panel of food and wine experts assembled by Sponsor. Submissions will be prepared and will be judged on a 100-point scale as follows:

- Composition (50 points)
- Lighting (20 points)
- Creativity (20 points)
- Subject Matter (10 points)

In the event that no entries receive a minimum score of 85 points, no prize will be awarded. In the event of a tie, the tying entries will be rescored to determine a winner.

The Selected Contestants will be required to respond (as directed) to the phone and/or e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize; and, in such case, Sponsor may choose the next highest scoring entry from among the remaining eligible entries. Each Selected Contestant will also be sent an affidavit of eligibility / liability / publicity release ("Release"). Unless restricted by law, each Selected Contestant will be required to complete and return the Release within the time period specified therein.

PRIZE: The four highest-scoring recipes ("Selected Contestants") will be selected on November 5, 2010, and will be posted at <http://blog.jordanwinery.com/go/news> thereafter. In addition, the highest-scoring entry will receive one grand prize: a Cadco induction cooktop. Three runners-up will each receive certain kitchen gadgets profiled in the Jordan Winery Video Blog: <http://blog.jordanwinery.com/2010/09/our-chefs-recommended-kitchen-gadgets/>. Runners-up gadget prizes chosen at Sponsor discretion.

Approximate retail value (“ARV”) of each prize: \$340 (one grand prize); \$20 (three runners-up prizes). (Total ARV for all prizes: \$400.) Prizes will be awarded, subject to the limitations stated in these official rules.

CONDITIONS. Contest is subject to these Official Rules. By participating, entrants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, Selected Contestant agrees to release Sponsor, including its parent, subsidiary and affiliated entities together with the respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Contest, (collectively, the Releasees) from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of prize or participation in any prize-related activities. Sponsor reserves the right to cancel or suspend the Contest, in its sole discretion, should it receive fewer than 10 entries, or receive no entries that have a judged score above 85 points, or due to circumstances beyond its control, including natural disasters or cancellation of events. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor’s control, corrupt the administration, security or proper play of the Contest.

By submitting an entry to this Contest, Contestants hereby acknowledge that any submission is an original work of authorship by the Contestant, were not copied out of or derived from a third party materials, were not previously published, and do not violate the copyright rights of any third party.

Contestant acknowledges Sponsor has unlimited perpetual rights to use entry. By submitting entry, Contestant warrants that photo:

- is not sexually explicit, unnecessarily violent or derogatory,
- does not promote drugs, tobacco or firearms,
- does not contain images of children or items especially appealing to children
- does not contain trademarks, logos or trade dress owned by anyone other than Contestant or Sponsor
- does not contain copyrighted material owned by anyone other than Contestant
- does not use the name or likeness of persons living or dead without permission
- does not communicate a message inconsistent with the positive goodwill of Sponsor
- does not depict any violation of law

Contestant agrees that sponsor may use any materials submitted on a nonconfidential basis. Sponsor has no obligation to post or publicize any entry. Contestant warrants that photo is original, has not won previous awards, and does not infringe on the right of privacy of any individual.

Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Contest by cheating, plagiarizing, engaging in any deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California.

**PUBLICITY:** Sponsor reserves the right to use all the Submissions to the Contest for publicity purposes prior to or after the Contest end date, in any media, and to use the name, likeness, hometown name, of any Contest Entrants, including all or part of their submission, in whole or in part, for publicity purposes throughout the world, without any compensation or prior review unless specifically prohibited by law. Selected Contestants will be required, as a condition of accepting a prize, to sign a declaration of eligibility, liability, and publicity release, allowing Sponsor to use the name, likeness, hometown name, submission, and winning testimonial and/or prize information of Selected Contestants as part of that publicity throughout the world, without any compensation or prior review unless specifically prohibited by law.

This Contest is void outside the US and where prohibited or restricted by law, and subject to applicable federal, state provincial and local laws. Sponsor reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules.

**PRIVACY.** All personal information collected by Sponsor will be used for administration of the Contest and in accordance with Sponsor's privacy policy. Sponsor may also use the information to provide information about upcoming products and events related to Sponsor. Sponsor uses commercially reasonable efforts to comply with CAN-SPAM and Contestants may opt-out of receiving such communications pursuant to Sponsor's Privacy Policy. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at [www.jordanwinery.com](http://www.jordanwinery.com) for important information regarding the collection, use and disclosure of personal information by Sponsor.

**OFFICIAL RULES.** For a copy of these Official Rules or winners list, send your request in a self-addressed, stamped envelope (WA and VT residents need not affix return postage) to: Jordan Winery Food Contest, 1474 Alexander Valley Road Healdsburg, CA 95448. Request must be received by October 22, 2010. Rules also available online at <http://blog.jordanwinery.com>.

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