



Jordan in 40 Words Essay 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 Jordan in 40 Words Essay Contest. Entrants will also be enrolled in the Jordan Estate Rewards program and its opt-in mailing list (complimentary membership).

ELIGIBILITY: The Jordan Winery Jordan in 40 Words Essay 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 not eligible due to alcohol promotion laws. 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. Sponsor’s address is: 1474 Alexander Valley Road, Healdsburg, CA 95448.

Contest begins at 7:00 AM PST on February 21, 2012, and ends at 11:59 PM PST on March 31, 2012 (the “Contest Period”). Contest subject to these official rules, which can be found at <http://blog.jordanwinery.com/go/news/>.

SUBJECT MATTER: In honor of Jordan Winery’s 40th anniversary in 2012, we’re asking friends to tell us what they love about Jordan wines in 40 words or less. These 40 words can describe a special moment with a loved one over a bottle of Jordan wine, memories from a visit to our chateau, a particular Jordan vintage or bottle that you’ve enjoyed and more. Inclusion of a picture is highly encouraged but not required.

HOW TO ENTER: You can enter the promotion through the Contests tab on the Jordan Vineyard & Winery Page Facebook page. **No purchase of Jordan wine is required to enter.** You may also submit entries via email to blog@jordanwinery.com. Please use subject line: Jordan Essay Contest. If including a photo with your entry, please attach a .jpg format image no longer than 15 MB. Limit: 2 entries per natural person and 4 entries per household. If you decide to enter your essay submission via Facebook, any questions, comments or complaints regarding the promotion will be directed to Sponsor.

JUDGING: Judging takes place April 2-6, 2012, and will be conducted by a panel of writers and wine lovers assembled by Sponsor. Winners will be announced the week of April 9th. Submissions will be prepared and will be judged on a 100-point scale as follows:

- Creativity (50 points)
- Emotional Impact (20 points)
- Individuality (20 points)
- Length (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 essays (“Selected Contestants”) will be selected immediately upon conclusion of judging, and will be posted at <http://blog.jordanwinery.com/go/news> thereafter. The highest-scoring entry will receive the grand prize: one (1) Excalibur 3900 Deluxe Food Dehydrator (ARV: \$275). The first runner-up will receive one (1) Jordan-engraved Riedel crystal decanter (ARV: \$150). Second runner-up will receive one (1) Black Jordan-embroidered designer fleece jacket (ARV: \$90); third runner-up will receive one (1) official Jordan 2011 harvest baseball hat (ARV: \$20).

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, was not copied out of or derived from a

third party materials, was 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 essay:

- 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 non-confidential basis. Sponsor has no obligation to post or publicize any entry. Contestant warrants that essay 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 U.S. 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 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 Essay Contest
1474 Alexander Valley Road
Healdsburg, CA 95448.

Request must be received by March 15, 2012. Rules also available online at <http://blog.jordanwinery.com>.

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