

Abbreviated Rules:

NO PURCHASE OR TEXT MESSAGE NECESSARY. Sweepstakes begins on 3/1/20 at 12:00:01 a.m. ET and ends on 3/30/20 at 11:59:59 p.m. ET. Open only to legal U.S. residents residing in the 50 U.S. or D.C. who are 21+. See Official Rules at kenwoodvineyards.com/SRsweeps for details on how to enter without sending a text message, additional eligibility restrictions, prize descriptions/restrictions and complete details. **TEXT MESSAGE AND DATA RATES MAY APPLY. BY SUBMITTING AN ENTRY VIA TEXT MESSAGE, ENTRANTS CONSENT TO RECEIVE UP TO FIVE (5) TEXT MESSAGES VIA AUTOMATED TECHNOLOGY FROM THE SPONSOR REGARDING THIS SWEEPSTAKES. ENTRANTS WILL BE GIVEN THE OPPORTUNITY TO "OPT OUT" (OR QUIT MESSAGES) EACH TIME THEY RECEIVE A TEXT MESSAGE BY SENDING "STOP" TO SHORTCODE 86677. CANCELLATION BY THIS METHOD WILL NOT ELIMINATE AN OTHERWISE VALID ENTRY INTO THE SWEEPSTAKES. FOR HELP AT ANY TIME, TEXT "HELP" TO SHORTCODE 86677. TEXTING TO THIS SERVICE DOES NOT MEAN YOU GIVE CONSENT TO PURCHASE GOODS AND SERVICES. Alcohol is never a part of any prize.** Void where prohibited. Sponsored by Pernod Ricard USA.

KENWOOD VINEYARDS® KENWOOD SIX RIDGES "SIP ON SPRING SWEEPS PROGRAM 2020"

OFFICIAL RULES

NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER OR WIN.

SWEEPSTAKES DESCRIPTION: Kenwood Vineyards Kenwood Six Ridges "Sip On Spring Sweeps Program 2020" (the "**Sweepstakes**") takes place from March 1, 2020 at 12:00:01 a.m. Eastern Time ("**ET**") to March 30, 2020 at 11:59:59 p.m. ET (the "**Sweepstakes Period**"). Participation in the Sweepstakes does not constitute participation in any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Pernod Ricard USA, 250 Park Avenue, New York, NY 10177 ("**Sponsor**"), which shall be final and binding in all respects.

ELIGIBILITY: Only legal U.S. residents residing in the fifty (50) United States or Washington D.C. who are who are twenty-one (21) years of age or older are eligible to enter. Employees, officers and directors of Sponsor, its parent, subsidiaries, affiliates, distributors, sales representatives, agents, successors and assigns, and

Sponsor's advertising and promotion agencies (collectively, the "**Sweepstakes Entities**"), and wholesalers, suppliers, distributors and retailers of alcoholic beverage licensees (collectively, "**Licensees**") and immediate family members and/or those living in the same household of any of the Sweepstakes Entities or Licensees are not eligible to participate. Sweepstakes is void where prohibited by law.

HOW IT WORKS:

There are two (2) ways to enter:

1. VIA TEXT: To enter via text message, from your wireless phone, text the keyword "**SixRidges**" (the "**Keyword**") to the short code **86677** (the "**Short Code**"). After sending your text message entry, you will then receive a text message back asking you to confirm your date of birth. Once it is verified that you are at least twenty-one (21) years of age or older, you will receive one (1) entry into the Sweepstakes. You may receive one (1) or more text messages in response to your text message, including a text message confirming your entry, and legal disclaimers from the Sponsor, as well as, notification via return text, and you agree to accept any applicable charges associated therewith. By texting the Keyword to the Short Code, you agree that you are providing Sponsor express, written consent for you to receive up to five (5) promotional text messages per month using automated technology. You may opt-out of receiving the promotional text messages from Sponsor at any time by sending a reply text message with the word "STOP". The text message method of entry is designed to work with most of the major wireless providers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the mobile phone that is used to enter the Sweepstakes must be capable of sending and receiving text messages. Entrants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for each text message sent and/or received, including any error message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. Entrants should consult their wireless service provider's pricing plan for details. Entry by sending a text message will not improve your chance of winning. You are responsible for all applicable fees and taxes associated with placing a text entry. Sponsor in its sole discretion may add or delete a cellular carrier at any time, without notice. Proof of text messaging the Short Code is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

IMPORTANT: Message and data rates may apply for each text message sent or received. Your mobile telephone provider may not carry the service necessary to

participate in this Sweepstakes. Entrants should consult their wireless provider's pricing plans prior to participation in this Sweepstakes. Each Text Message entry must be manually key-stroked/entered by the entrant. The text messaging method of entry is designed to work with most of the major wireless service providers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the mobile phone that is used must be capable of sending and receiving text messages. Entrants should check their phone's features to see if they have that capability. **MESSAGE AND DATA RATES MAY APPLY.** Proof of text messaging the Short Code is not considered proof of delivery to or receipt by Sponsor of such entry. Entering by sending a text message will not improve your chance of winning.

2. ONLINE: Go to kenwoodvineyards.com/SRsweeps (the "**Website**") and follow the on-screen instructions to complete the entry form with the information requested and submit your entry. All requested information on the entry form at the Website must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry.

NOTE: Internet entry must be made by the entrant, only at the Website. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited.

Limit one (1) entry per person and per email address per day during the Sweepstakes Period. For purposes of these Official Rules a 'day' is defined as any twenty-four (24) hour period during the Sweepstakes Period beginning at 12:00:01 a.m. ET and ending at 11:59:59 p.m. ET. Except as contemplated in these Official Rules, personal information collected in connection with this Sweepstakes will be used in accordance with Sponsor's Privacy Policy <https://privacy.pernod-ricard-usa.com/>.

The Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. The Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. NOTE: Participation must be by the participant and only as directed in these Official Rules. Participation by any other individual

or any entity, and/or originating at any website or other platform, including but not limited to commercial promotion subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited and will lead to disqualification.

In the event of a dispute over the identity of a potential winner, entry will be deemed completed by the authorized account holder of the email address/mobile telephone number provided at time of registration as long as such person is otherwise eligible in accordance with these Official Rules. "Authorized account holder" is defined as the natural person who is assigned to an email address/mobile telephone number by an Internet access provider, on-line service provider, wireless carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

WINNER SELECTION AND NOTIFICATION: On or about April 1, 2020, one (1) potential prize winner will be randomly selected from all eligible entries received in accordance with the deadlines stated in these Official Rules. The potential prize winner will be notified by mobile telephone and/or e-mail, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected. **The odds of winning depend on the number of eligible entries received.**

PRIZE AND APPROXIMATE RETAIL VALUE:

One (1) Prize is available. The Prize consists of a 5-piece patio set. The approximate retail value ("**ARV**") of the Prize is \$800. The ARV of any prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of

these Official Rules and the date the prize is awarded or redeemed. If the actual purchase price of a prize is less than the ARV stated herein, the prize winner will NOT be entitled to a check, cash or other form of payment for the price difference. Please allow 60 – 90 days after verification of eligibility to receive Prize.

GENERAL PRIZE CONDITIONS: Any prize pictured or mentioned in advertising or promotional materials is for illustrative purposes only and may not be the actual prize awarded. Winners shall be solely responsible for all federal, state, and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. Any potential winner must sign, have notarized and return an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification (or a shorter time if required by exigencies), winner may be disqualified and the prize in question will not be awarded. The Prize winner will also be provided a 1099 form by Sponsor following awarding of the Prize for the actual retail value of the Prize. **ALCOHOL IS NEVER A PART OF ANY PRIZE.**

GENERAL: Acceptance of a prize constitutes prize winner's permission for Sponsor and its designees to use prize winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants agree that the Sweepstakes Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any damage to an entrant's or any other person's computer system or wireless phone which is occasioned by participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for

miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select winner in a random drawing from all eligible, non-suspect registered participants as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

GOVERNING LAW: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

WINNER'S LIST: For the names of the winners, send a self-addressed, stamped envelope to: Kenwood Vineyards Kenwood Six Ridges "Sip On Spring Sweeps Program 2020" Winners, SIP ON SPRING KENWOOD WINNERS LIST. KENWOOD BRAND TEAM 250 Park Avenue New York, NY 10177. Requests must be received by April 24, 2020.

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