

Thorny Rose Lollapalooza© Sweepstakes

OFFICIAL RULES - NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE DOES NOT IMPROVE ONE'S CHANCES OF WINNING. Each text message, sent or received, may incur a charge as provided in your rate plan. Standard message and data rates may apply. If you enter via text message, you will receive two text messages in response to your entry. Text-messaging may not be available through all wireless carriers.

ELIGIBILITY: The Thorny Rose Lollapalooza Sweepstakes ("Sweepstakes") is only open to legal residents of the 50 United States and the District of Columbia, who are 21 years of age or older as of the date of entry. Void where prohibited by law. Officers, directors and employees of Thorny Rose Wines ("Sponsor"), its affiliates, subsidiaries, licensed alcoholic beverage retailers and wholesalers, and other alcoholic beverage licensees, advertising and production agencies, Irio, Inc., Sweepstakes Consulting, LLC, and members of their immediate families and those living in the same household are not eligible to participate. All federal, state, and local laws and regulations apply. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook.

TIMING: The Sweepstakes begins at 12:01 am on May 15, 2013 and ends at 11:59 pm on June 28, 2013 ("Sweepstakes Period"). All times are Eastern Time or "ET." Limit of one (1) entry per person or e-mail address per day.

HOW TO ENTER:

- a.) **ONLINE:** You can enter the Sweepstakes through the www.facebook.com/thornyrosewines ("Sweepstakes Website") application on the Facebook Platform. You must be a member of Facebook in order to participate; there is no fee to become a member. Your participation on Facebook must comply with the Terms and Conditions posted on the website. You are providing your entry information to Sponsor and not to Facebook. Entrants must be the authorized account holder of the e-mail account from which the entry is made. Entries generated by script, macro or other automated or mechanical means will be void. The collection of entry registration information by Sponsor is subject to its privacy policy found at www.cbrands.com.
- b.) **TEXT MESSAGE:** Using a two-way text-messaging capable device, text "THORNY" to 47464. Each text message constitutes one (1) Sweepstakes entry. If a potential text-entry winner of any prize cannot be contacted, or fails to complete the fulfillment form within seven (7) days from the time first notified, potential winner forfeits prize. Texting entrants must be the authorized account holder of the account from which the entry is made. **Entrants who participate by text-messaging will be charged according to their carriers' standard messaging and data rates and entrants should contact their carriers for pricing details. Check your owners' manual for specific text-messaging instructions. Text-messaging may not be available through all wireless carriers.**
- c.) **MAIL:** Fill out your name, age, address, city, state, ZIP code, daytime phone number and email address (optional) on a 3"x5" paper. Mail your entry to: Thorny Rose Lollapalooza

Sweepstakes, PO Box 25309, Rochester, NY 14625-0309 to be postmarked by June 28, 2013 and received by July 5, 2013. Limit of one (1) entry per envelope.

PRIZE and Approximate Retail Value or "ARV": a trip for winner and one (1) guest to attend the 2013 Lollapalooza® music event scheduled for 8/2/13 to 8/4/13, in Chicago, Illinois. Prize consists of roundtrip coach air transportation from major airport nearest winner's residence to Chicago, two (2) nights double-occupancy hotel accommodations, \$500 spending money, and 3-day event admission for two people (\$400 ARV/pair) for a total prize ARV of \$3,400. If a winner resides within 150 miles from the event location, Sponsor may elect to not award the airfare portion of the prize at Sponsor's sole discretion. Prize does not include alcoholic beverages. Any expenses not mentioned above are the winner's responsibility. Travel is subject to space and departure availability. Winner and guest must travel on the same itinerary and are responsible for travel identification. No substitution for prize except as may be necessary due to unavailability, in which case a prize of equal or greater value will be awarded, at the Sponsor's sole discretion. Prize is not transferable or redeemable for cash. Taxes are the winner's responsibility. Odds of winning depend on the number of entries received.

WINNER will be selected on or about July 8, 2013 in a random drawing conducted under the supervision of Sweepstakes Consulting, LLC, an independent agency whose decisions are final on all matters relating to the Sweepstakes. Potential winner will be notified by phone or e-mail or mail and required to complete an Affidavit of Eligibility and Liability/Publicity Release that must be returned within seven (7) days of the date on the notification or an alternate winner will be selected. Winner's travel companion must be a legal U.S. resident age 21 or older and will be required to execute a Liability/Publicity Release prior to issuance of travel documents. Any prize notification or prize returned as undeliverable will be awarded to an alternate winner. Prize acceptance constitutes permission (except where prohibited) to use winner's name, photographs, and likeness for advertising and publicity purposes without additional compensation.

GENERAL TERMS: Entrants agree to be bound by these Official Rules. Participants, by participating in this Sweepstakes, hereby waive and release, and agree to hold harmless the Sponsor, its subsidiaries, affiliates, advertising and promotion agencies, Facebook, Irio, Inc., Sweepstakes Consulting, LLC, and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause of thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of, or inability to use a prize in the Sweepstakes, or their participation in the Sweepstakes, or their participation in any Sweepstakes or prize related activity, or any travel related to the Sweepstakes, or any travel for any prize related activity. Sponsor and its agents are not responsible for lost, late, misdirected, damaged, incomplete, illegible or postage-due entries or Internet technical, hardware, software, telephone, or transmission failures of any kind, which may limit a person's ability to enter the Sweepstakes. Sponsor and its agents are not responsible for any injury or damage to entrants' or any other person's computer related to or resulting from entering or downloading any materials in the Sweepstakes. Sponsor reserves the right to cancel

or suspend advertising the Sweepstakes on the Internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or proper conduct of the Sweepstakes. Sponsor reserves the right to terminate or modify the Sweepstakes or text or online portion thereof, if, at any time, Sponsor's phone and/or online service is no longer available or compromised by any virus, bug, or other intervention beyond Sponsor's control. Sponsor reserves the right to disqualify any entrant found to be disrupting the operation of the Sweepstakes or its web site. If the integrity of the Internet portion of the Sweepstakes is compromised in any manner, Sponsor reserves the right to modify Sweepstakes and randomly select a winner from valid entries received that are unaffected by the problem. In the event of a dispute as to the identity of any online or text entrant, entrant will be deemed the individual identified on the online entry form or phone account. No transfer or assignment of entries is permitted. Entries become the sole property of the Sponsor. The collection of entry information by Sponsor is subject to its privacy policy found at www.cbrands.com. All issues and questions concerning these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of New York State, without giving effect to any choice of law or conflict of law rules (whether of New York State or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York State.

WINNERS LIST: For the winner's name, send a self-addressed stamped envelope to: Thorny Rose Lollapalooza Winners List, PO Box 25309, Rochester, NY 14625-0309.

SPONSOR: Thorny Rose Wines, Prosser, WA.