

**SM Summer Entertaining Contest
Official Rules**

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

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA WHO ARE AT LEAST 21 YEARS OLD AS OF THE DATE OF ENTRY.

By entering this Promotion, entrants accept and agree to be bound by these Official Rules. Any violation of these rules may, at Sponsor's discretion, result in disqualification. All decisions of Santa Margherita USA Inc. (the "Sponsor") or judges regarding this Promotion are final and binding in all respects.

1. ELIGIBILITY. This Promotion is only open to legal residents of the 50 United States and District of Columbia who are at least 21 years old as of the date of entry, except officers, directors, members, and employees of the Sponsor, Match Marketing Group, and their affiliates or any other party associated with the development or administration of this Promotion, and the immediate family (i.e., parents, children, siblings, spouse), and persons residing in the same household, as such individuals. This Promotion is void outside the 50 United States and the District of Columbia, and where prohibited. Promotion is subject to all applicable federal, state and local laws.

2. Contest Entry Periods: The Contest consists of eight (8) entry periods (each, a "Contest Entry Period") as set forth in the chart below. A "Contest Entry Period" is defined as beginning at 12:00:01 p.m. Eastern Time (ET) on Monday and ending at 11:59:59 p.m. ET the following Sunday.

Contest Entry Period	Start Date (at 12:00:01 p.m. ET)	End Date (at 11:59:59 p.m. ET)	Judging/Winner Determination
Week 1 Entry Period	June 15, 2017	June 18, 2017	June 20, 2017
Week 2 Entry Period	June 22, 2017	June 25, 2017	June 27, 2017
Week 3 Entry Period	June 29, 2017	July 2, 2017	July 5, 2017
Week 4 Entry Period	July 6, 2017	July 9, 2017	July 11, 2017
Week 5 Entry Period	July 10, 2017	July 16, 2017	July 18, 2017
Week 6 Entry Period	July 17, 2017	July 23, 2017	July 25, 2017
Week 7 Entry Period	July 24, 2017	July 30, 2017	August 1, 2017
Week 8 Entry Period	July 31, 2017	August 6, 2017	August 8, 2017

3. HOW TO ENTER: During each Contest Entry Period, enter via Instagram.

Instagram:

Register to create your own Instagram account ("Instagram Account") if you do not have an Instagram Account already. An account can be opened for free at www.Instagram.com or by downloading the free

Instagram app to your mobile phone. All terms and conditions of Instagram apply. Mobile phone standard message and data rates may apply and entrants should contact their wireless provider for pricing plan details.

Then;

Step 1: Follow @SantaMargheritaUSA on Instagram (if you are not already doing so); and

Step 2: Share your favorite photo depicting how you're entertaining this summer with Santa Margherita, then post it on Instagram and tag your photo with the hashtag #SMSUMMERCONTEST. Photos must include a bottle of Santa Margherita to be eligible. Posting a photo properly tagged and sent from your personal Instagram account, will allow you to receive one (1) entry in the Contest for the applicable Contest Entry Period (each, subject to verification, a "Valid Entry"). An entrant must have a non-private Instagram account to enter the Contest for winner notification purposes.

Entries must be received by the end dates and times specified in the chart above to be eligible for the applicable Contest Entry Period. Limit one (1) entry per person per Contest Entry Period using only one (1) Instagram account or email address. Submissions received from any person, Instagram account or email address in any Contest Entry Period in excess of the above stated limitation will be void. Any entrant who attempts to enter under multiple names, Instagram accounts or email addresses and/or is not the authorized account holder, will be disqualified and forfeits all submissions in that Contest Entry Period. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the natural person who is the "authorized account holder" assigned to the account by Instagram or Internet provider. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry(ies) will be deemed ineligible. Automated methods of entry are prohibited. Entries generated by a script, macro, bot or any other automated means will be deemed void. Proof of submission of an entry shall not be deemed proof of receipt by the Sponsor. By participating, you agree to these Official Rules. Only entries received during a Contest Entry Period and which are otherwise fully compliant with these Official Rules are Valid Entries. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram and any personal information you provide in connection with entry is being provided to Sponsor and not to Instagram.

REQUIREMENTS OF ENTRIES:

Entry must be in JPEG (.jpg, .jpeg or .jpe) or PNG format. Entry may not have been submitted previously in a promotion of any kind. Photo must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. Entry may not contain, as determined by Sponsor, in its sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other submitted Entries;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging) owned by others, without permission; contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission;
- Contains materials embodying the names, likenesses, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or
- Violates any law.

Entries that contain any of the above content are subject to immediate disqualification. Sponsor reserves the right to contact the authorities and take all necessary measures to remove any given post as appropriate in any given instance. If the entry contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the entry, any and all releases and consents necessary to permit the use and exhibition of the entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the entry. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time, and to undertake measures to disqualify or remove any given post pending receipt of such proof. Failure to provide such requested proof prior to end of the applicable Contest Entry Period will render an entry null and void.

4. JUDGING CRITERIA/SELECTION OF CONTEST ENTRY PERIOD WINNERS. At the conclusion of each Contest Entry Period, as set forth in the chart above, a panel of judges (the “Judges”) will judge all Valid Entries received during that respective Contest Entry Period based on the following three (3) weighted criteria: 30% Creativity, 40% product usage/integration; and 30% overall photo relative to summer thematic (collectively the “Judging Criteria”). Using the Judging Criteria, the potential prize winners for that Contest Entry Period shall be selected. In the event of a tie, an additional qualified “tie breaking” judge will determine the potential prize winner from among those tied based on the Judging Criteria set forth herein, subject to verification. **SELECTION OF GRAND PRIZE WINNER:** Grand prize winner will be determined from among all forty (40) Contest Entry Period winners based on the same criteria above on or about August 21, 2017. In the event of a tie, a qualified “tie breaking” judge will determine the potential grand prize winner from among those tied based on Creativity, subject to verification. The decision of the Judges shall be final and binding in all regards. Sponsor reserves the right not to award any or all prizes in the event an insufficient number of Valid Entries meeting the minimum Judging Criteria are received, as determined by Sponsor in its sole discretion.

5. PRIZES:

CONTEST ENTRY PERIOD PRIZES (40) (Five (5) per Contest Entry Period): During each Contest Entry Period, five (5) winners will receive a Summer Entertaining Prize Pack consisting of a set of four (4) GoVino glasses, Santa Margherita opener, portable cutting board with utensils, a corksicle, bottle of Santa Margherita wine awarded as a \$20 Amex Gift Card, a canvas tote bag and one of the following influencer items (Richard’s book, Lauren’s Calligraphy merchandise or Justina’s book). Influencer prize determined at the sole discretion of the Sponsor. Approximate Retail Value (ARV): \$120.00 each.

GRAND PRIZE (1): \$2,500 awarded as a \$1,500 check made out in winner’s name for a backyard makeover and \$1,000 in outdoor entertaining merchandise. Approximate Retail Value (“ARV”): \$2,500.00. **Exact merchandise awarded is at the sole discretion of the Sponsor.**

Total ARV of all prizes: \$7,300.00

Prizes are awarded “as is” without any warranty or guarantee, either express or implied, by Sponsor other than any limited warranty that may be contained within the product packaging of the backyard makeover merchandise. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses related to prize acceptance and use not expressly stated as being provided are the responsibility of the winner. No transfer of prize will be permitted. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute the applicable prize with another prize of comparable or greater value. All prize details are at Sponsor’s sole discretion. Limit one (1) Contest Entry Period prize winner per household throughout all Contest Entry Periods.

- **6. WINNER NOTIFICATION/VERIFICATION:** Potential winners will be notified by Sponsor via a comment on their entry post on Instagram. Potential winners will be provided with instructions to respond and provide their full name, mailing address (No P.O. Boxes), email address, date of birth, phone number (including area code) within forty-eight (48) hours of the notification message in order to

verify their status as a prize winner and award them with the Prize, or a runner up may be determined from among all remaining Valid Entries received for the applicable Contest Entry Period, at Sponsor's sole discretion. If a potential winner: (i) cannot be contacted; (ii) does not respond within forty-eight (48) hours from the date the Sponsor first tries to notify him/her; (iii) fails to return the Affidavit and Release as specified in Rule 9; (iv) refuses the prize; and/or (v) the prize notification is returned as undeliverable, such potential winner forfeits all rights to win the Promotion or receive the prize, and a runner up potential winner may be selected. Sponsor is not responsible for unsuccessful efforts to notify a potential winner. Prizes will be shipped within 6-8 weeks from the date of completion of the winner verification process.

7. GENERAL CONDITIONS: By participating, entrants agree to abide by these Official Rules, which are final and binding in all respects. By participating, entrant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of the Sponsor, which it may withhold in its sole discretion. In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules, or to terminate the Contest. If terminated, the Sponsor will, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken using the judging procedure outlined above. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner and void all associated Entries. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR APPLICATION OR OTHERWISE CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK ANY AND ALL AVAILABLE REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. FAILURE BY THE SPONSOR TO ENFORCE ANY PROVISION OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION.

8. OWNERSHIP AND LICENSE. The copyright in any entry shall remain the property of the entrant, but entry into this Promotion constitutes entrant's irrevocable and perpetual permission and consent, without further compensation, with or without attribution, to use, reproduce, print, publish, transmit, distribute, sell, perform, adapt, enhance, or display such comment/entry, and the entrant's name and/or likeness, for any purpose, including but not limited to editorial, advertising, trade, commercial, and publicity purposes by the Sponsor and/or others authorized by the Sponsor, in any and all media now in existence or hereinafter created, throughout the world, for the duration of the copyright in the comment/entry. Sponsor and/or others authorized by the Sponsor shall have the right to edit, adapt, and modify the comment/entry.

9. CONSENT AND RELEASE. By entering the Promotion, each entrant releases and discharges the Sponsor, judging organization (if applicable), and any other party associated with the development or administration of this Promotion, their parent, subsidiary, and affiliated entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, agents, representatives, successors and assigns (collectively, "Sponsor Entities"), from any and all liability whatsoever in connection with this Promotion, including without limitation legal claims, costs, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction or property, rights of publicity or privacy, defamation, or portrayal in a false light) (collectively, "Claims"). Except where prohibited: (i) entry into the Promotion constitutes the consent of each entrant, without further compensation, to use his/her name, likeness, biographical data, contact information and his/her entry for editorial, advertising, marketing, publicity, and administrative purposes by the Sponsor and/or others authorized by the Sponsor; (ii) acceptance of a prize constitutes a release by any winner of the Sponsor Entities of any and all Claims in connection with the administration of this Promotion and the use, misuse, or possession of his/her entry or any prize; and (iii) any potential winner may be required to sign an affidavit of eligibility (including social security number) and a liability/publicity/copyright release. Fully-executed affidavits and releases must be received by Sponsor within five (5) days from the date that Sponsor first tries to notify the potential winner.

10. APPLICABLE LAWS AND JURISDICTION. This Promotion is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of New York, without regard to any principles of conflict of laws. All disputes arising out of or connected with this Promotion will be resolved individually, and without resort to class action, exclusively by a state or federal court located in New York, New York. Should there be a conflict between the laws of the State of New York and any other laws, the conflict will be resolved in favor of the laws of the State of New York. To the extent permitted by applicable law, all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental and/or consequential damages.

11. WINNERS' LIST: Available after August 31, 2017: For the list of prize winners, send a self-addressed stamped envelope by September 30, 2017 to: SM Summer Entertaining Contest Winners' List, c/o Match MG, 800 Connecticut Ave, 3rd FL East, Norwalk, CT 06854.

12. SPONSOR: Santa Margherita USA Inc., 1900 Sunset Harbour Drive, Annex-3, Miami Beach, FL 33139.

No Purchase Necessary to Enter or Win. Begins 6/15/17 at 12:00:01 p.m. ET, ends 8/6/17 at 11:59:59 p.m. ET. Open to 50 US & DC legal residents, 21+. Void where prohibited. For official rules visit www.santamargheritawines.com/contestrules Sponsor: Santa Margherita USA Inc.