

Win a Trip for Two to Wine Country! *Official Rules and Regulations*

ELIGIBILITY: No purchase or payment necessary to enter or win. Purchase will not improve an entry's chance of winning. Open to residents of Canada (excluding Quebec), who have reached the legal age to purchase liquor products in their province or territory of residence at the start of the Contest Period. This Contest commences on or around October 6, 2009. You are not eligible to enter if you are an employee or contractor of The Canadian Craft Winemakers Association (the "Sponsor"), liquor licensees, the Provincial Liquor Agencies and their parent, affiliates, or subsidiaries, their advertising, promotional, publicity, production or judging agencies, their employees and members of their immediate families or of the aforementioned or persons with whom they are domiciled.

HOW TO ENTER:

Enter online at www.winemadesimple.ca to view the instructions on how to participate and enter the contest. Entrants must complete the sentence: "I love craft winemaking because..." in no more than 50 words. Each entrant must provide the following contact information on the registration form along with the sentence: full name, age, home address, e-mail address and telephone number. Participation by online entry is limited to one (1) entry per person, per email address, during this contest period. To be eligible, online entries must be received by 11:59 p.m. EST, May 31, 2010, the Contest Closing Date. Web site tracking determines date and time of entry. The Sponsor is not responsible for any interrupted or unavailable network, server or other connections, miscommunications, computer virus, bugs, worms, tampering, unauthorized intervention, fraud, failed computer hardware or software or telephone transmissions or other errors or problems of any kind whether mechanical, human or electronic.

All submitted material will become the property of the Sponsor and none will be acknowledged or returned.

OUR PRIVACY PROMISE: Your personal information will be used only to administer this Contest and for no other purpose.

GRAND PRIZE: There is one (1) Grand Prize available to be won. Your package includes:

- Return flights to Kelowna
- All transportation to and from the airport
- Hotel accommodation for 3 nights
- Winery tours around the Great Estates of The Okanagan
- Winemaker Dinner
- \$500 spending money

The retail value of the prizes is \$10,000.00 CDN. Prize must be accepted as awarded, is not transferable and is not redeemable for cash. Winner and guest are responsible for all items of a personal nature, cancellation and medical insurance, meals (other than those specified), gratuities, and all other expenses not covered within the prize package. Travel is subject to availability and dates are at the discretion of Sponsor. Some other restrictions may apply. All travel arrangements must be made prior to trip through travel agent of Sponsor's selection and are subject to Sponsor's final approval.

DRAWING AND NOTIFICATION:

Entries will be judged by an independent judge, based on the following three criteria, weighted equally; writing skills, creativity and inspiration, on May 31, 2010 (the "Contest Draw Date"), at CCWA head office, at or around 12:00 p.m. EST from all entries received on or before the Contest Closing Date. The odds of being selected depend upon the total number and calibre of entries received. All entries must be the original creation of the participant and must exclude any comments of the following nature: advertising, solicitation, pornography, personal messages, discriminatory, defamatory, sexist remarks, racial or ethnic insults.

By entering, participants agree to be bound by the contest rules and regulations and the decisions of the independent judge. This Contest is subject to all applicable federal, provincial and municipal laws. The selected entrant of the Grand Prize will be notified by mail and/or phone. To be officially declared a winner, the selected entrant must first correctly answer, without assistance of any kind, a mathematical skill-testing question. This skill-testing question, along with the Declaration of Compliance with Contest Rules and a Liability and Publicity Release, will be forwarded to the attention of the selected entrant via mail promptly following the draw. Failure by the selected entrant to complete, sign and return any of the aforementioned documents within ten business days after notification is sent to the address on the selected entrant's entry, or the return of Grand Prize documents as undeliverable, may result in forfeiture by the selected entrant of the Grand Prize. If the selected entrant cannot be contacted in a timely fashion, or fail to correctly answer the skill-testing question, or if for any other reason the Grand Prize cannot be awarded, the winner will be disqualified and the prize will be awarded to the runner-up. Communication will be entered into only with selected entrant.

RELEASES, ETC.: The Grand Prize claimant and guest will be required to sign a Declaration of Compliance to the Contest Rules and a Liability and Publicity Release, releasing the Sponsor, the Provincial liquor agencies and each of their respective officers, directors, owners, partners, employees, agents, representatives, successors, and assigns from any liability in connection with this Contest and/or the Grand Prize. By accepting or participating in the Grand Prize, the Grand Prize winner and guest consent to the use of their name, address (city and province), voice, statements relating to this Contest, and photographs or other likenesses, without further compensation or authorization, in any publicity in

any form or media (including the Internet) carried out by the Sponsor or any related entities in connection with this Contest.

MISCELLANEOUS: The Sponsor reserves the right to, without prior notice and at any time, terminate this Contest, in whole or in part, or modify this Contest in any way, should any factor interfere with its proper conduct as contemplated by these Official Rules and Regulations.

Any attempt by an entrant to deliberately damage the website or undermine the legitimate operation of the competition is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such person to the fullest extent permitted by law, including criminal prosecution. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of this Competition or web site; to be in violation of the terms of service of the web site; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Automated entries (including but not limited to entries submitted using any bot, script, macro or Competition service), copies, third-party entries, facsimiles and/or mechanical reproductions are not permitted and will be disqualified. In the event of multiple persons attempting to enter the Competition through one email account, the authorized account subscriber is deemed to be the natural person who is assigned an email address by an Internet access provider, on line service provider or other organization, which is responsible for assigning email addresses or the domain associated with the submitted email address.

The Grand Prize winner and guest will be required to follow all directions and instructions of the Sponsor or their receipt of their Grand Prize may be denied. All decisions of the Sponsor are final and binding in all matters relating to this Contest. All taxes and expenses not expressly mentioned in these official rules are the responsibility of the respective winner.

The provincial liquor agencies are not connected with this contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter which relates to this contest.