

Casillero del Diablo "Cold Hard Cash" Scratch Off Sweepstakes  
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. **Free internet access is available at many public libraries and free email addresses are widely available** (e.g., Gmail.com, Yahoo.com, Hotmail.com, etc.).

- 1. TO ENTER:** To enter, pick up an official Casillero del Diablo Cold Hard Cash Scratch Off Sweepstakes Bottle Collar (Sweepstakes Piece), available at participating retailers that sell the 750ml size Casillero del Diablo Sauvignon Blanc or Chardonnay. Alternatively, you may obtain a free Sweepstakes Piece as indicated below. Scratch off the indicated area to reveal the unique code.

Visit [www.CasilleroColdHardCash.com](http://www.CasilleroColdHardCash.com) and follow the online instructions to complete the online instructions to submit your unique code to find out if you have the winning Sweepstakes Piece. If you are notified that you have a potentially winning Sweepstakes Piece, you will be instructed to mail-in your Sweepstakes Piece for verification. You must mail in your Sweepstakes Piece to the address provided **by certified mail return receipt requested or overnight courier**. All potentially winning Sweepstakes Piece must be postmarked by September 15, 2014 and received by September 30, 2014 in order to be eligible to win.

A free Sweepstakes Piece may be obtained by sending a hand-written, self-addressed stamped envelope with your name, address, city, state, zip code, age, and e-mail (if any) to: **Casillero del Diablo "Cold Hard Cash" Scratch-off Sweepstakes Piece Request, P.O. Box 15066, Bridgeport, CT 06673-15066**. Only one request per hand-addressed envelope is permitted. Available while supplies last. All Sweepstakes Piece requests must be postmarked by August 10, 2014 and received by Sponsor by August 17, 2014. Chance of winning is not affected by method of entry. Sponsor is not responsible if a potential entrant does not receive his or her Sweepstakes Piece request before September 1, 2014.

The Casillero del Diablo Cold Hard Cash Scratch Off Sweepstakes ("Scratch Off Sweepstakes") begins June 1, 2014 at 12:01 a.m. (EST) and ends on September 1, 2014 at 11:59 p.m. (EST) or while supplies of Sweepstakes Pieces last, whichever is earlier.

- 2. ELIGIBILITY:** Scratch Off Sweepstakes is open to all legal U.S. residents who are at least 21 years of age, except for residents of Illinois, Tennessee, Utah and employees of Excelsior Wine and Spirits ("Sponsor"), its parents, affiliates, suppliers and agencies, liquor and wine wholesalers and retailers and employees thereof, and any federal, or state liquor authority, or other alcohol beverage licensee, as well as the immediate family members of and individuals residing in the same household as such persons. Void in Illinois, Tennessee, Utah and where prohibited or restricted by law or regulations. The Scratch Off Sweepstakes is subject to all applicable federal, state and local laws and regulations.
- 3. PRIZE:** There will be one (1) winning Sweepstakes Piece. The verified winner ("Winner") will receive a check in the amount of \$10,000.00. All federal, state and local taxes are the sole responsibility of the Winner, who will receive a 1099 tax form reflecting actual value of the Prize. Prize is non-transferable. Sponsor reserves the right to substitute a similar prize of equal

or greater value at the Sponsor's sole discretion. The odds of winning are approximately 1 in 175,000.

- 4. SELECTION OF WINNER:** Non-Winners will receive an instant message on the website browser informing them that the code they redeemed is not a winning Sweepstakes Piece. Upon redeeming the winning code, the Winner will receive an instant message on the website browser announcing they have a potentially winning Sweepstakes Piece, and will be prompted to fill-out a contact form including full name, mailing address, email address and phone number. The Winner will be contacted by phone or email within 10 business days with instructions on how to send in the potentially winning Sweepstakes Piece for verification. The potentially winning Sweepstakes Piece will be verified by an independent judging organization whose decision is final and binding in all matters relating to this Scratch Off Sweepstakes.

Winner assumes all risk of loss, damage, destruction, delay and misdirection of the potentially winning Sweepstakes Piece and is advised to obtain insurance where appropriate. Sponsor is not responsible for incomplete, illegible, misdirected, late, lost, damaged, stolen, non-delivered, or postage-due submissions of Winning Sweepstakes Piece, or any mail. Proof of mailing Prize Claim Documents of any kind or nature does not constitute proof of delivery.

By entering this Scratch Off Sweepstakes, entrants agree to be bound by these rules and the decisions of the judges. The Winner will be notified by phone or email that the winning Sweepstakes Piece is valid within 30 days of the Sweepstakes Piece being received by Sponsor. If winner cannot be located or does not respond within 72 hours, prize will automatically be forfeited and an alternate winner may be selected at Sponsor's sole discretion. The Winner will be required to sign and return a notarized affidavit of eligibility and liability/publicity release within 10 days of notification or prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion. Except where prohibited, acceptance of any and all prizes constitutes consent by the winner to use of his/her name, voice, picture, likeness and biographical data for advertising and promotional purposes without any additional compensation.

- 5. RELEASE OF LIABILITY:** By participating, all entrants release Sponsor, its parents and subsidiaries, affiliates, partners, employees, officers, directors, and agents, including advertising agencies, and all others associated with the development and execution of the Scratch Off Sweepstakes (collectively, the "Released Parties") from any and all injury, loss, or damage caused or claimed to be caused by your participation in the Scratch Off Sweepstakes and/or acceptance, awarding, receipt, use and/or misuse of the prize. In addition, all entrants release the Released Parties from any such liability and agree that these entities are in no manner responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Scratch Off Sweepstakes and/or prize. Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Scratch Off Sweepstakes without notice or further obligation.

Entrants hereby agree to indemnify and hold Sponsor harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.

The value of the prize won by a participant under the Scratch Off Sweepstakes may be taxable as income to its winner. Upon receipt of a prize, the winner shall be required to comply with any and all applicable federal, state and local law, rules and regulations. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

- 6. ELECTRONIC ENTRIES:** In the event of a dispute, entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. Sponsor is not responsible for: (a) telecommunications, network, electronic, technical or computer failures of any kind, for inaccurate transcription of entry information, for any human error, or entries that are stolen, misdirected, garbled, delayed by computer transmission, lost, late, illegible, incomplete, or incorrect; or (b) inability to access [www.CasilleroColdHardCash.com](http://www.CasilleroColdHardCash.com) or any other error or malfunction which may occur, including any injury or damage to your or any other person's computer related to or resulting from participation in this Scratch Off Sweepstakes. Entries that are incomplete, illegible or determined to have been submitted by anyone other than the individual entrant will not be accepted. Sponsor reserves the right to modify or cancel this Scratch Off Sweepstakes if fraud or technical failures compromise the integrity of the Scratch Off Sweepstakes. Sponsor reserves the right to clarify errors which result from the printing of these Official Rules. By participating in this Scratch Off Sweepstakes, you (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of the Sponsor, which are final and binding in matters relating to the Scratch Off Sweepstakes. Failure to comply with these Official Rules may result in disqualification. **CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SCRATCH OFF SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**
- 7. WINNERS LIST:** For a list of winners, available after 9/15/2014, please send a self-addressed stamped envelope (residents of VT may omit return postage), attention to **Casillero Cold Hard Cash Sweepstakes Winner's List, 1111 Cedar Swamp Road, Old Brookville, NY 11545**. All requests for the winner's list must be postmarked by 11/30/2014 and received by 12/15/2014.

**SPONSOR:** Excelsior Wine & Spirits, Old Brookville, NY.