

**SALMON-SAFE INC.**  
**A Year of Wine & Wild Salmon Pledge Sweepstakes**  
**Official Rules**

NO PURCHASE NECESSARY TO ENTER

**Eligibility:** Entrants must be legal residents of the United States or the District of Columbia to enter (except residents of Alabama, California, Maryland, New Mexico, Pennsylvania and Utah are prohibited from entering). Entrants must be 21 years of age or older with a valid email address located in the U.S. at the time of entering the "Salmon-Safe: A Year of Wine & Wild Salmon Pledge Sweepstakes" ("Sweepstakes"). Employees of Salmon-Safe (the "Sponsor"), its Partner Network, affiliated companies, subsidiaries, retailers, suppliers, vendors, sales representatives, distributors, advertising agencies, promotional suppliers, and their parent companies, agents, officers, directors, and the members of the immediate families and/or persons living in the same household as such individuals, of each of the foregoing, are not eligible to enter the Sweepstakes.

**How to Enter:**

ENTER VIA FACEBOOK: Go to <http://www.facebook.com/pages/Salmon-Safe/401722714313?v=wall> and take the pledge on Facebook by "liking" Salmon-Safe and sharing your pledge via the "share" feature in Facebook. The required pledge is as follows: "I pledge to sip Salmon-Safe wine and choose wild instead of farmed fish."

ENTER VIA TWITTER: Go to <http://twitter.com/#!/salmonsafe> and take the pledge on Twitter by "following" Salmon-Safe and tweeting your pledge in a tweet that includes the @salmonsafe handle. The required pledge is as follows: "I pledge to sip @salmonsafe wine and choose wild instead of farmed fish."

ENTER BY MAIL: The Sweepstakes may be entered by mailing, via United States first class mail, a 3"x5" card containing your name, residence address, phone number, date of birth and email address, to:

Salmon-Safe  
"Wine & Wild Salmon"  
PO Box 10798  
Eugene, OR 97440

This Sweepstakes begins on September 1, 2011 at 12:00AM PST and ends on December 1, 2011, at 11:59PM PST ("Sweepstakes Period"). Mail entries must be postmarked or received during the Sweepstakes Period. All Facebook and Twitter entries must be posted to Facebook or Twitter by 11:59PM PST on December 1, 2011.

Twitter and Facebook entrants shall be the authorized Twitter or Facebook account holder at the time of entry. Entries containing false or fraudulent information will be disqualified. Limit one (1) entry per person. Duplicate entries for a single individual will be disqualified. Odds of winning depend on number of eligible entries received during the Sweepstakes Period. Entries remain the property of Sponsor and will not be returned or acknowledged.

All information collected through entry into the Sweepstakes will be used only in accordance with Sponsor's Privacy Statement at: <http://www.salmonsafe.org/about/privacy>.

**Prize:** Winner will receive: (i) a one year membership in the King Estate Tower Club (<https://www.kingestate.com/tower-club/>); and (ii) a one year supply of wild salmon (8 ounces per week). The total estimated retail value of the prize is \$700.00.

No substitution, transfer, or cash equivalent of the Prize is allowed by the winner. Sponsor, at its sole discretion, may substitute a prize of equal or greater value.

**Drawing and Notification:** The Prize winner will be selected in a random drawing on or before December 15, 2011, from all eligible entries received during the Sweepstakes Period.

All decisions of the judge(s) are final and binding in all respects. The winner will be notified by Twitter, Facebook, or first class mail, to the Twitter account, Facebook account, or mailing address provided with entry. If a potential winner cannot be reached at the address provided and does not respond to Sponsor within ten (10) days from receipt of the prize notification, or if he/she is found to be ineligible, or if he/she cannot or does not otherwise comply with these Official Rules, an alternate winner will be selected by a second chance random drawing.

**General Conditions:** All Federal, state and local laws and regulations are applicable. All taxes (including, but not limited to, income taxes), and any and all service charges or fees applicable to the Prize are the sole responsibility of the winner. The Prize winner may be required to execute (and have notarized) an Affidavit of Eligibility, a Liability Release, and a Publicity Release ("Affidavit/Release") which must be returned to and received by Sponsor within ten (10) days from winner's receipt of the Affidavit/Release. The Prize winner may also be required to send Sponsor appropriate proof of age. Any failure to comply with the foregoing will result in disqualification and an alternate winner may be chosen. Return of the Prize, the Prize notification, or the Affidavit/Release as undeliverable will result in disqualification and an alternate winner will be selected. The winner's entry into the Sweepstakes and/or acceptance of the Prize constitutes permission for Sponsor and its affiliates to use the winner's name, address (city and state) and/or likeness for advertising and trade purposes without further compensation, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, including without limitation on-line, unless prohibited by law. All entrants agree to comply with these Official Rules. Any person attempting to defraud or in any way tamper with this Sweepstakes and any person who does not comply with these Official Rules, will be ineligible for the Prize and may be prosecuted to the full extent of the law.

THE OREGON COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF OREGON SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THOSE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

If, for reasons beyond Sponsor's control, the Sweepstakes is not capable of running as originally planned, such as tampering or bugs or infection by computer virus, Sponsor at its sole discretion, reserves the right to suspend, cancel or modify the Sweepstakes, without liability. Sponsor is not responsible for its own or any entrant's computer system, hardware, software or program malfunction or other errors, failures, delayed computer or email transmissions or network connections that are either human or technical in nature.

This Sweepstakes is void where prohibited, restricted or taxed by law.

**Disclaimers:** All Sweepstakes entrants agree that Sponsor, its affiliates, subsidiaries, retailers, sales representatives, distributors, advertising and promotional agencies, and each of their officers, directors, employees and agents (collectively "Sponsor Affiliates"), shall not be liable for losses or injuries of any kind resulting from acceptance or use, including misuse, of the Prize, or any entrant's participation in the

Sweepstakes, or any technical malfunctions of the telephone network, transmission line, computer system or network, computer equipment, hardware, software, or any combination thereof, or any entries that are late (including delayed data transmissions), tampered with, garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, mechanically duplicated, illegible or otherwise not in compliance with these Official Rules. Entrants also agree that Sponsor Affiliates are not responsible or liable for any injury or damage to an entrant's or third person's computer related to or resulting from the Sweepstakes or its prizes. Sponsor Affiliates are not liable for damage to a user's computer system in any way due to an entrant's participation in the Sweepstakes or downloading any information in connection with the Sweepstakes, including without limitation any server failure, lost, delayed or corrupted data or other malfunction. Sponsor reserves the right to modify or cancel the Sweepstakes in the event that it becomes technically corrupted.

**Rules/Winner List:** For an additional copy of these Official Rules or the name of the winner, send a stamped, self-address envelope, specifying your request to:

Salmon-Safe  
"Wine & Wild Salmon"  
PO Box 10798  
Eugene, OR 97440

The winner name will be available after December 15, 2011.

**Sponsor:** Salmon-Safe

**Sweepstakes Administrator:** Salmon-Safe

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