

**INTENDED OUTPUT INFORMATION**

NAME TOA 125.09 contest necker MI PROOF 4  
 COLOR ▲▼▲▼ 11.30.09  
 TRIM w 11.25" x h 5.25" INTENDED OUTPUT PRINTER OR PDF

**Creative Dept Proof**

Proof Read \_\_\_\_\_  
 Initial \_\_\_\_\_ Date \_\_\_\_\_  
 Internal  Edit & Send

**SMWE Creative Proof**

**PROOF IS NOT COLOR ACCURATE**

Reviewers	Initial	Date	APPROVED	OK w/CHANGES	NEED NEW PROOF
Scott Ehrlich	_____	_____	<input type="checkbox"/>	<input type="checkbox"/> (# _____)	<input type="checkbox"/>
Marina Vance	_____	_____	<input type="checkbox"/>	<input type="checkbox"/> (# _____)	<input type="checkbox"/>
Laura Smith	_____	_____	<input type="checkbox"/>	<input type="checkbox"/> (# _____)	<input type="checkbox"/>

To submit your entry into the sweepstakes for a 6-day vacation for two in Puglia, send this original form to:

Tormaresca Vacation Sweepstakes  
 c/o Ste. Michelle Wine Estates, 84 Wooster Street, Suite 402,  
 New York, NY 10012

PLEASE PRINT CLEARLY

Name \_\_\_\_\_

Address \_\_\_\_\_ Apt/Ste \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Date of Birth (You Must Be 21 Years of Age to Enter) \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

One entry per household. Offer void where taxed, prohibited or restricted. Valid only for persons of legal drinking age.

By submitting this entry, consumer agrees to release Ste. Michelle Wine Estates, Ltd, its affiliates, Marchesi Antinori srl, from any and all liability that may arise from participation in this offer, including, but not limited to, travel to and from Puglia.

**A NEW GENERATION OF WINES FROM SOUTHERN ITALY.**

In historic Puglia (*Pool-yah*) in Southern Italy's 'heel of the boot,' ancient towers meet the sea and winemaking has been part of life for 3,000 years.

Tormaresca — which means 'tower by the sea' — is named for the towers that lend Puglia its distinctive architectural character and is leading the region's modern renaissance with wines just waiting to be discovered.

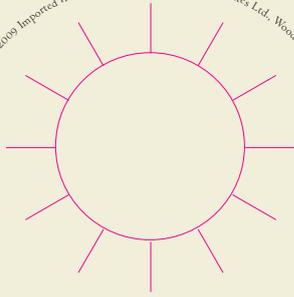
**WIN A TRIP**

TO **PUGLIA**  
 SOUTHERN ITALY

A CAMPAIGN FINANCED ACCORDING TO EUROPEAN UNION REGULATIONS

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## DISCOVER PUGLIA, SOUTHERN ITALY



With over 500 miles of white sandy beaches, Puglia (Pool-yah) is quickly becoming one of Europe's "hot" travel destinations. The charm and rustic beauty of this historic region extends well beyond its breathtaking Mediterranean coastline.

Ancient Roman amphitheaters, baroque palaces, whitewashed hillside villages, and the mysterious cone-shaped dwellings known as "trulli" are just a part of what makes Puglia such a magical place. Discover Puglia for yourself, by entering to win!

Trip includes roundtrip airfare for two, plus 6-nights accommodations in the heart of Puglia's wine country. Enter today, for an experience you'll never forget!



### SWEEPSTAKES RULES. NO WINE PURCHASE NECESSARY.

**HOW TO ENTER:** No wine purchase necessary. Complete official entry form or hand-print your name, address, date of birth, daytime phone number with area code on a 3"x 5" card and mail to "Tormaresca/Ste. Michelle Wine Estates Vacation Sweepstakes" 84 Wooster Street Suite 402, New York, NY 10012. Sweepstakes runs from 1/15/10 through 7/31/10. Entries must be received by 8/31/10. One entry per household. Entries must be legible, hand-printed and complete to be valid. No photocopied or mechanically reproduced entries. Sponsor and its agencies are not responsible for typographical or printing errors, lost, late, damaged, undeliverable or misdirected entries or postage-due mail. Entry forms distributed where prohibited by law, or not obtained legitimately, will be null and void. All entries become the exclusive property of Ste. Michelle Wine Estates Ltd. and will not be returned. **ELIGIBILITY:** Sweepstakes open to legal U.S. residents 21 years of age or older. Employees of Ste. Michelle Wine Estates Ltd, their affiliated companies, licensees, advertising/promotion agencies, beverage alcohol wholesalers/retailers, their immediate family (spouses and/or children) and persons living in the same households of such employees are ineligible. Sweepstakes void in Puerto Rico, CA and where prohibited or restricted by law. **PRIZE:** Six (6) night accommodations, round-trip airfare for two (2) to Puglia, Italy. Prize is non-transferable. No substitution of prizes or cash will be awarded in lieu of trip. **ERV \$8,000.** **DRAWING:** Winner will be chosen in a random drawing on or about 9/15/10 from all eligible entries received. Prize winner will be notified by phone and registered mail. If Prize winner does

not contact sponsor by phone within 72 hours of returned registered mail receipt, an alternate winner may be chosen. Prize winner will be required to execute an affidavit of eligibility, tax forms and liability release, and, except where prohibited, a publicity release within 72 hours of receipt. Non-compliance or return of prize notification as undeliverable will result in disqualification and an alternate winner will be selected. Prize winner must execute and return liability and publicity release prior to issuance of prize. 53,000 printed entry forms will be available; odds of winning depend on the number of entries received via mail.

**MISCELLANEOUS:** Federal, state, local laws/regulations apply.

**ENTRANT:** (a) grants Sponsor permission to use prize winner's name, address, picture/likeness and/or similar related information for promotional purposes where not prohibited by law without compensation; (b) agrees to these rules and the decisions of the Sponsor; and (c) agrees to release Sponsor and its agencies from all claims or liability for damages, loss, injury or death resulting from acceptance/use of the Prize or participant in the sweepstakes. **WINNER'S LIST:**

For winner's list, mail a SASE to: Tormaresca/Ste. Michelle Wine Estates Vacation Sweepstakes, Winner List, 84 Wooster Street, Suite 402, New York, NY 10012. Requests must be received by 9/30/10. **SPONSOR/PROMOTER:** Ste. Michelle Wine Estates Ltd, One Stimson Lane, PO Box 1976, Woodinville, WA 98072