

INTENDED OUTPUT INFORMATION

| | | | |
|--------------|---|------------------------|-----------------|
| NAME | SCA 133.08 Vespa Necker | SL | FINAL |
| COLOR | CMYK ▲▼▲▼ | | 12.16.08 |
| TRIM | 8.57" w X 5.26" h Approx Necker Dieline | INTENDED OUTPUT | PRESS |

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 |
|--------------|---------|-------|--------------------------|------------------------------------|--------------------------|
| Laura Smith | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> (# _____) | <input type="checkbox"/> |
| Marina Vance | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> (# _____) | <input type="checkbox"/> |
| | | | <input type="checkbox"/> | <input type="checkbox"/> (# _____) | <input type="checkbox"/> |

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"x5" card and mail to "Vespa Sweepstakes" 84 Wooster Street Suite 402, New York, NY 10012. Sweepstakes runs from 3/1/09 through 8/31/09. Entries must be received by 9/15/09. Enter as often as you wish, but each entry must be mailed separately. 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: One (1) Vespa S 50. Prize is non-transferable. No substitution of prizes or cash will be awarded. ERV \$4,100 (includes: MSRP of Vespa S 50 \$3,199 and approximately \$800 in additional costs that may include tax, registration, destination, delivery charges and dealer prep costs. Depending on state regulations.)

DRAWING: Winner will be chosen in a random drawing on or about 9/16/09 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. 38,000 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.

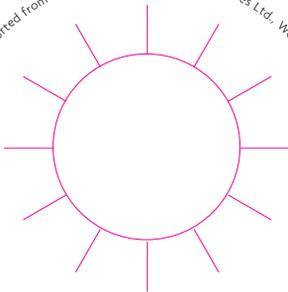
ENTRANT: (a) grants Sponsor permission to use prize winner's name, address, picture/likeness and/or similar related information for promotional purposes where not prohibited by law without compensation; (b) agrees to these rules and the decisions of the Sponsor; and (c) agrees to release Sponsor and 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: SMWE Vespa Sweepstakes, Winner List, 84 Wooster Street, Suite 402, New York, NY 10012. Requests must be received by 9/30/09.

SPONSOR/PROMOTER: Ste. Michelle Wine Estates Ltd, One Stimson Lane, PO Box 1976, Woodinville, WA 98072

The advertisement is framed in a decorative arch. At the top, a sun icon is centered. Below it, the text "Italy's FAVORITE WINE" is written in a stylized font. A bottle of Santa Cristina wine is shown next to two glasses of red wine. At the bottom, a red Vespa scooter is displayed next to the Vespa logo. The text "ENTER TO WIN A" is positioned above the Vespa logo.

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perf



SANTA CRISTINA

Italians love Santa Cristina for its timeless elegance and everyday drinking style. Combining Italian soul with new world flavor and vitality, the wines marry maximum quality with value. Extremely versatile, they are crafted for everyday enjoyment, whether served alone, or with a wide array of foods.

fold

The first vintage of Santa Cristina was produced in 1946, the same year another Italian Icon was introduced: the Vespa. Since then, both Vespa and Santa Cristina have become important parts of the Italian way of life. Try Santa Cristina today and enter to win Italy's other favorite icon: The Vespa.



perf & fold

To submit your entry into the sweepstakes for a Vespa send this original form to:

SMWE Vespa Sweepstakes
84 Wooster Street, Suite 402, New York, NY 10012

Name _____

Address _____ Apt./Ste _____

City _____ State _____ Zip _____

Daytime Phone _____

E-Mail _____

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 and Marchesi Antinori srl. from any and all liability that may arise from participation in this offer.