



RULES

REDWOOD CREEK® 2008 NATIONAL CAMPFIRE CLASSIC RECIPE CONTEST OFFICIAL RULES AND REGULATIONS

1. NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

2. ELIGIBILITY: CONTEST ENTRANTS AND PRIZE RECIPIENTS MUST BE LEGAL RESIDENTS OF ONE OF THE FIFTY (50) UNITED STATES (EXCLUDING RESIDENTS OF CA, TN, AND UT) OR THE DISTRICT OF COLUMBIA AND AT LEAST 21 YEARS OLD AT THE TIME OF ENTRY. ENTRANTS CANNOT BE GRADUATES OF ACCREDITED CULINARY PROGRAMS. INDIVIDUALS INVOLVED IN THE PREPARATION OR REVIEW OF FOOD OR RECIPES ON A PROFESSIONAL BASIS ARE NOT ELIGIBLE TO PARTICIPATE. VOID IN CA, TN, UT, PR, OUTSIDE THE FIFTY (50) UNITED STATES, THE DISTRICT OF COLUMBIA AND WHERE OTHERWISE PROHIBITED BY LAW. Employees of the Sponsor, its alcoholic beverage distributors and retailers, affiliates, subsidiaries, advertising and promotion fulfillment and/or judging agencies, and the immediate family members of each are not eligible. Contest subject to all applicable federal, state and local laws and regulations.

3. SPONSOR: Frei Bros. Vineyards, (hereinafter, "Redwood Creek" or the "Sponsor"), 600 Yosemite Boulevard, Modesto, CA 95354

4. HOW TO ENTER: The Contest begins at 12:00:01 AM Eastern Standard Time ("EST") on February 1, 2008 and ends at 11:59:59 PM Eastern Daylight Savings Time ("EDT") on April 15, 2008. To enter, visit www.redwoodcreek.com, complete the required information on the Official Entry Form displayed, and submit the form online as directed. Entrants will be required to provide complete name, home address, telephone number, date of birth and E-mail address, and an original Campfire Recipe and Wine Pairing. It is requested that you also provide an Essay in 100 words or less why this recipe is perfect for the campfire and outdoors. Limit one entry per household or E-mail address. IF YOU WOULD LIKE YOUR E-MAIL ADDRESS USED FOR FUTURE MARKETING PURPOSES, PLEASE MAKE SURE THE APPROPRIATE BOX ON THE ENTRY FORM IS CHECKED. Multiple or duplicate entries will be disqualified. All entries become the property of the Sponsor. By submitting an Entry including the Recipe and Essay, entrants have irrevocably granted Sponsor the royalty-free right throughout the world to use, re-use, copy, publish, republish in whole or in part, edit, add to, modify, and rearrange the Recipe and Essay in whatever media, including without limitation edit, rearrange, and/or copy the Recipe and Essay for use in the packaging and promotion of Sponsor's products without further permission, consideration or payment to the entrant, except where prohibited. All entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, misaddressed, or otherwise misdirected entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error. ALL ONLINE ENTRIES MUST BE RECEIVED BY THE CONTEST CLOSING DATE: 11:59:59 PM EDT, ON APRIL 15, 2008.

5. ENTRY: Create an original Campfire Recipe, which includes ingredients commonly available at retailers, and include one of Redwood Creek's table wines as a Wine Pairing recommendation. Recipes must list the recipe's title, all ingredients in exact common U.S. household measurements in order of use, step-by-step preparation instructions, cooking times, all utensils and appliances required. Entrée must serve four to six people. For the purpose of this Contest, the following campfire cooking methods are acceptable in the Redwood Creek Campfire Classic: Dutch oven, skillet, skewers, cast-iron grill, spit or foil-wrapped meal placed directly over coals. All recipes must be completely preparable within three hours.

6. SEMI-FINALIST JUDGING CRITERIA: Entries will be judged and twenty (20) Semi-Finalists will be selected based on the following criteria: Originality and Creativity of the Recipe (0-25 points); Taste (0-25 points); Recipe format, including step-by-step preparation instructions and exact common household measurements (0-10 points); Relevance to and the Advancement of the Tradition of Campfire Cookery (0-20 points); and Appropriateness to the Redwood Creek Wine Pairing (0-20 points). The entries will be sorted into five (5) separate regions based on the state in which the entrant currently resides. The five (5) regions and the corresponding states are defined as follows: Northeast: CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT, and Washington, DC; Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, VA, and WV; Midwest: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, and WI; Northwest: AK, CO, HI, ID, MT, OR, WA, and WY; Southwest: AZ, NV, NM, OK, and TX. Entries will be judged and four (4) Semi-Finalists from each of the Five Regions will be selected for a total of twenty (20) Semi-Finalists. All Semi-Finalists will be selected on or about April 25, 2008. In the event of a tie, the tied entrants will be re-judged by an additional judge who will serve as a tie-breaker using the same criteria as outlined herein. In the event that more than one entrant submits the same recipe, only the first entry received will qualify. All entries will be judged by a panel of judges whose decisions are final and binding on all matters relating to this Contest.

7. FOUR (4) REGIONAL COOK-OFF EVENTS: Each Semi-Finalist will participate in a Regional Cook-Off Event scheduled to take place on designated dates by Sponsor between May and June, 2008. All Semi-Finalists selected from the Northeast Region will compete in the Regional Cook-Off located in National Harbor, MD; All Semi-Finalists selected from the Southeast Region will compete in the Regional Cook-Off located in National Harbor, MD; All Semi-Finalists selected from the Midwest Region will compete in the Regional Cook-Off located in Chicago, IL; All Semi-Finalists selected from the Northwest Region will compete in the Regional Cook-Off located in Seattle, WA; and all Semi-Finalists from the Southwest Region will compete in the Regional Cook-Off located in Fort Worth, TX. Each Semi-Finalist will be provided with round trip coach air transportation between Semi-Finalist's permanent residence to the designated city of the Regional Cook-Off location, two (2) nights hotel accommodations (one standard room, single occupancy) at a hotel designated by Sponsor and \$200 spending money. In the event a Semi-Finalist lives within 150 miles of the designated city of his/her Regional Cook-Off, ground transportation will be provided in lieu of the air transportation and Semi-Finalist will not receive any cash difference between the air transportation and ground transportation. In the event a Semi-Finalist cannot participate in the designated Regional Cook-Off on date designated by Sponsor, the Semi-Finalist will be disqualified and will not be eligible to receive a Grand Prize. In the event a Semi-Finalist is disqualified, that Semi-Finalist appointment will be awarded to the next highest scoring entry in that Region as outlined in Paragraph #6 provided sufficient time remains prior to the designated Regional Cook-Off Event. At each Regional Cook-Off, each Semi-Finalist will be required to prepare and present their recipe to the judges. All Semi-Finalist Entries will be judged and one (1) Finalist Recipe and one (1) Runner-Up Finalist Recipe from each of the five (5) Regions stated in Paragraph #6 will be deemed a Finalist or a Runner-Up Finalist for a total of five (5) Finalists and five (5) Runner-Up

Finalists. The Semi-Finalist Recipes will be judged and the five (5) Finalist entries and five (5) Runner-Up Finalist entries will be selected based on the following criteria: Originality and Creativity of the Recipe (0-25 points); Taste (0-25 points); Appropriateness to the Redwood Creek Wine Pairing (0-25 points) and Food Presentation (0-25 points). In the event of a tie, the tied Semi-Finalists will be re-judged by an additional judge who will serve as a tie-breaker using the same criteria as outlined herein. Each Finalist will receive a \$1,000 check and each Runner-Up Finalist will receive a \$500 check.

8. NATIONAL COOK-OFF EVENT: The Five (5) Finalists, one from each Region stated in Paragraph #6, will compete in the National Cook-Off Event. The National Cook-Off event will take place in New York City, NY one day in June, 2008 designated by Sponsor. In the event a Finalist cannot participate in the National Cook-Off event on date designated by Sponsor, the Finalist will be disqualified and that Finalist Appointment will be awarded to the next highest scoring Semi-Finalist from that Finalist's region provided sufficient time remains prior to the National Cook-Off Event. Each Finalist will receive round trip coach air transportation from the major commercial airport nearest Finalist's permanent residence to New York City, NY, two (2) nights hotel accommodations (one standard room, single occupancy) at a hotel designated by Sponsor, one (1) dinner at a gourmet restaurant designated by Sponsor, and \$300 spending money. In the event a Finalist lives within 150 miles of New York City, NY ground transportation will be provided in lieu of the air transportation and Finalist will not receive any cash difference between the air transportation and ground transportation. At each the National Cook-Off, all Finalists will be required to prepare and present their recipe to the judges. All Finalist Entries will be judged and one (1) Grand Prize Winner will be selected based on the following criteria: Taste (0-35 points); Appropriateness to the Redwood Creek Wine Pairing (0-35 points) and Food Presentation (0-30 points). In the event of a tie, the tied Finalists will be re-judged by an additional judge who will serve as a tie-breaker using the same criteria as outlined herein.

9. SEMI-FINALIST AND FINALIST TRAVEL: Cash spending money allowance will be awarded in the form of a check made payable to the Semi-Finalist's and Finalist's order and will be mailed to Semi-Finalists and Finalists prior to departure. Semi-Finalists and Finalists will be required to provide a valid major credit card upon hotel registration and all in-room charges, telephone calls, meals, beverages, hotel upgrades, amenities, personal incidentals and any other expenses charged to the Semi-Finalist's and Finalist's hotel room will be charged to that Semi-Finalist's or Finalist's major valid credit card provided. All Semi-Finalists and Finalists are solely responsible for any and all ground transfers between Semi-Finalist and Finalist's residence and airport of departure, and ground transfers in and around Regional and National Cook-Off Event city and airline upgrades. Travel subject to availability and other restrictions. Without limiting the generality of the foregoing, in the event that any celebrity chefs or celebrity wine editors are unavailable to appear at a Regional or National Cook-Off Event, Sponsor reserves the right to select the Finalists and Grand Prize Winner without their participation. If required to travel, Semi-Finalists and Finalists must have valid identification. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Sponsor shall not be liable for any loss or damage to baggage. Semi-Finalists and Finalists will be solely responsible for obtaining their own medical and life insurance and the associated costs. All travel is subject to any and all restrictions instituted by the Department of Defense and/or Department of Homeland Security, as required.

10. CAMPFIRE CLASSIC PEOPLE'S CHOICE AWARD: All five (5) National Finalist

Recipes selected in the Redwood Creek "Campfire Classic" Contest will be featured at RedwoodCreek.com between 12:01 AM EDT on June 10, 2008 and end at 11:59:59 PM EDT on June 23, 2008. Individuals who go to RedwoodCreek.com between 12:01 AM EDT on June 10, 2008 and 11:59:59 PM EDT on June 23, 2008 will be asked to vote for/select one (1) of the five (5) National Finalist Entries featured that is most appealing (hereinafter, "Online Voting Period"). Limit one (1) vote per person/email address per day. The Finalist who submitted the Entry that receives the most votes/selections during the Online Voting Period will receive the Redwood Creek "People's Choice" Award which consists of one (1) \$1,000 check made payable to the winner's order.

11. ONE (1) GRAND PRIZE: One (1) \$10,000 check made payable to the Grand Prize Winner and one (1) \$5,000 donation to Grand Prize Winner's favorite national park to be agreed upon by Sponsor. Total Value of the Grand Prize: \$10,000. Donation is not considered a prize and thereby not tax deductible by the Grand Prize Winner. No substitution, assignment, or transfer of any prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Grand Prize Winner and Redwood Creek People's Choice Award are solely responsible for any and all federal, state and local taxes on prize. Grand Prize Winner, Finalist Prize Winners, Runner-Up Finalist Prize Winners and Redwood Creek's People's Choice Award Winner must supply Sponsor with their social security numbers for tax purposes.

TOTAL VALUE OF ALL PRIZES AWARDED: \$18,500.

12. CLAIMING PRIZES/RELEASES: Eligibility, age and prize claim by Semi-Finalists, Finalists, Redwood Creek People's Choice Award Winner and Grand Prize Winner are subject to verification. Semi-Finalists will be notified by phone and overnight mail delivery on or about April 25, 2008. Sponsor is not responsible for fraudulent calls or E-mails made to entrants not by Sponsor. Potential Semi-Finalist must sign before a notary and return an Affidavit of Eligibility/Liability and (where legally permissible) a Publicity Release Form within five (5) business days of receipt. Non-compliance may result in disqualification and the Semi-Finalist appointment will be awarded to the next highest scoring Semi-Finalist from that Region as outlined in Paragraph #6, provided sufficient time remains prior to the Regional Cook-Off Event. If a Semi-Finalist Prize Winner notification is returned as undeliverable, Semi-Finalist is ineligible, or Semi-Finalist declines to participate, the Semi-Finalist appointment will be awarded to the next highest scoring Semi-Finalist from that Region as outlined in Paragraph #6 provided sufficient time remains prior the Regional Cook-Off Event.

13. INTERNET: If for any reason this Contest is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any

materials in this Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity or eligibility of any entry based on an e-mail address, the entry will be declared made by the "Authorized Account Holder" of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person, 21 years of age or older, who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, education institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Use of automated devices are not valid for entry.

14. GENERAL: By entering this Contest and/or accepting a prize, entrants: (1) agree to be bound by these Official Rules; (2) agree to release Sponsor, its alcoholic beverage distributors and retailers; affiliates, subsidiaries; advertising and promotion fulfillment and/or judging agencies and all related entities from all liability, claims, action, or proceedings relating to the Contest and from injuries or damages relating to acceptance or use of the prizes; and (3) agree to share customer information contained in their entry with Redwood Creek Vineyards, the Contest administrator and judging agency (Hunter Public Relations); and (4) consent to the use of their names, voices, pictures, likenesses, entries, and recipes for editorial, publicity, advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law.

15. WINNERS LIST/OFFICIAL RULES: To receive a list of Regional Finalists, National Finalists, People's Choice Winner and Grand Prize Winner, (available after August 1, 2008), or a copy of the Official Rules, send a self-addressed, stamped #10 envelope to: The Redwood Creek "Campfire Classic" c/o Hunter Public Relations, 41 Madison Avenue, 5th FL, New York, NY 10010. Please specify "Official Rules" or "Winners List" on the outer mailing envelope. Your request must be sent so that it is received by December 30, 2008.

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