

J. Lohr “Fall in love with J.Lohr’ Social Media Sweepstakes: Terms and Conditions

Date: 9:00am Pacific Standard Time, Friday, January 13th, 2017, until 11:59pm Pacific Standard Time, Tuesday, February 14th, 2017.

Rules: To be posted on www.fallinlovewithjlohr.com

Sponsor: This sweepstakes is sponsored by J. Lohr Winery Corporation, a California corporation (“J. Lohr”). This sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter, Instagram or Facebook.

Entry Period: The sweepstakes runs from 9:00:00am Pacific Standard Time, Friday, January 13th, 2017, until 11:59:59pm Pacific Standard Time, Tuesday, February 14th, 2017 (the “Entry Period”).

Eligibility: All entrants must be 21 years old or older and must be legal residents of the United States at time entry is submitted in order to enter. This Sweepstakes is void outside of the United States, and where otherwise prohibited by law, and is subject to any and all applicable federal, state, and local laws and regulations. Only natural persons may enter the sweepstakes. Employees, officers, agents, or owners of an alcoholic beverage distributor, wholesaler, or on-premise or off-premise retailer, and any family member of any such individual, are not eligible to enter the sweepstakes or win a prize. J. Lohr employees and its respective subsidiaries, affiliates, advertising and promotion agencies, licensed wholesaler or retailer, and the family members of, and/or those living in the same household of each are not eligible to enter the sweepstakes or win a prize. For the purpose of this paragraph, “family member” means a spouse, parent, sibling, child, son-in law, daughter-in-law, or lineal descendant, including by adoption.

Entries: To enter the sweepstakes for a chance to win 1 of 5 signed J. Lohr photo frames (signed by Jerry, Cynthia, Steve and Lawrence Lohr and valued at \$200) and floral bouquet subscriptions (valued at \$250), share a video or photo depicting or talking about how you fell in love with J. Lohr wines on any or all of the following: (1) www.fallinlovewithjlohr.com (2) your personal Twitter account using the hashtag #lovejlohr and/or (3) your personal Instagram account using the hashtag #lovejlohr. **No purchase is necessary to enter. Void where prohibited.**

Each individual may only submit one entry (either one photo or one video) on www.fallinlovewithjlohr.com, one entry on Twitter and/or one entry on Instagram, for a total possible number of 3 entries per individual during the Entry Period stated above. Each entry provides one chance of winning. Any additional entries, including multiple entries on the same site by an individual, will be disqualified and not entered into the sweepstakes. Any entries made through the use of a robotic or automated device will be disqualified. All sweepstakes entries provide the entrant with an equal chance of winning.

By submitting your entry, you agree to these Terms & Conditions and grant J. Lohr the perpetual and unlimited right to use the entry, as well as your name, location, likeness and statements accompanying the entry without further compensation. J.Lohr is not obligated to use your entry.

All entries will be reviewed by Benson Marketing Group and moderated prior to being uploaded to www.fallinlovewithjlohr.com. This means all entries will be viewed in advance of being uploaded to www.fallinlovewithjlohr.com to ensure content is deemed suitable for public viewing and meets Sweepstakes competition criteria. Any entrant found to use multiple accounts to enter the sweepstakes will be ineligible to receive a prize.

Random drawing of winners: On Friday, February 17th, 2017, five (5) winners will be selected through a random drawing from the valid and qualified entries submitted during the Entry Period using the above criteria by Southern Made, a third party. Odds of winning depend on the number of eligible entries received.

Benson Marketing Group will notify winners on Friday, February 17th, 2017 via email, Twitter and Instagram that they have won, and ask them to email jlohrwines@gmail.com within 4 days to confirm their winnings. Winners must send an email to jlohrwines@gmail.com with their shipping address within 4 days (no later than 11:59:59pm Pacific Time on Tuesday, February 21st, 2017) in order to claim their prize. Prizes will be shipped to Winners that have claimed their prize by Friday, February 24th, 2017.

Prizes: The prizes are 5 signed J. Lohr photo frames (signed by Jerry, Cynthia, Steve and Lawrence Lohr and valued at \$200) and a floral bouquet subscription (valued at \$250). One per individual winner. Winners and their associated prizes will be selected at random. Each winner will only get one prize.

Choice of law: Any and all legal actions or claims arising from or in any way connected with the sweepstakes or these rules must be brought in a state court of competent jurisdiction in Monterey County, California.

Liability: You agree that J. Lohr and its respective parents, subsidiaries and affiliated companies, their successors and assigns and all their respective shareholders, directors, officers and employees and all their advertising and promotion agencies ("Released Parties"), will have no liability whatsoever in connection with this Sweepstakes or your entry, and you shall hold them harmless for any injuries, losses or damages of any kind that you or others may incur as a consequence of your participation in the Sweepstakes, your entry, or your acceptance, use or misuse of the prize. By entering the Sweepstakes, you explicitly release, discharge and holds harmless the Released Parties from any and all liability, actions, causes of action, damages, actual, incidental or consequential, claims and demands whatsoever in law or equity, including attorneys' fees and/or experts fees and costs, which you now have or may acquire, by reason of any personal injury, death, loss of or damage to property, or any reason, occurring during or arising out of your participation in the Sweepstakes and the acceptance and use or misuse of the prize. Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, illegible, stolen, delayed, misdirected, undelivered, or garbled entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the

Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the drawing for prizes, the announcement of the prize, or the incorrect uploading of the entries or in any Sweepstakes-related materials.

Entrant obligations: By submitting an entry, you represent and warrant that you own the entry or otherwise have the right to submit it for the Sweepstakes, and that the entry does not infringe upon any third party's intellectual property right, violate any third party's right of privacy or publicity or otherwise infringe upon any third party's other personal or property rights. By entering, you agree to defend, indemnify, release and hold harmless J. Lohr and the Released Parties from and against any and all losses, demands, damages, rights, claims, injuries, actions and liabilities of any kind arising out of or related to the entry or J. Lohr's use thereof.

Winners/official rules: To obtain the names of prize winners or a copy of these official rules, please send a self-addressed stamped envelope to J. Lohr Valentines Day Promotion, C/O Benson Marketing Group, 2700 Napa Valley Corporate Drive Suite H, Napa, California 94558 USA.