

STERLING TURN UP THE NIGHT SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING. NO ALCOHOLIC BEVERAGES ARE AWARDED AS PART OF ANY PRIZE.

OPEN ONLY TO ELIGIBLE LEGAL U.S. RESIDENTS OF THE FIFTY (50) UNITED STATES (EXCLUDING UTAH) AND THE DISTRICT OF COLUMBIA WHO ARE TWENTY-ONE (21) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

VOID IN UTAH, PUERTO RICO, ALL OTHER UNITED STATES TERRITORIES AND POSSESSIONS, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

The Sterling Turn up the Night Sweepstakes ("Sweepstakes") is sponsored by Treasury Wine Estates Americas Company ("Sponsor"), 555 Gateway Drive, Napa, CA 94558 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- SWEEPSTAKES TIMING:** The Sweepstakes begins at 12:00 PM Eastern Time ("ET") on July 2, 2018 and ends at 11:59:59 PM ET on April 30, 2019 ("Sweepstakes Period"). The Sweepstakes will consist of the following ten (10) entry periods (each an "Entry Period"):

Entry Period	Start Date (at 12 AM ET except for Entry Period 1)	End Date (at 11:59:59 PM ET)	Drawing Date
1	7/2/18 at 12 PM ET	7/31/18	8/1/18
2	8/1/18	8/31/18	9/4/18
3	9/1/18	9/30/18	10/1/18
4	10/1/18	10/31/18	11/1/18
5	11/1/18	11/30/18	12/3/18
6	12/1/18	12/31/18	1/2/19
7	1/1/19	1/31/19	2/1/19
8	2/1/19	2/28/19	3/1/19
9	3/1/19	3/31/19	4/1/19
10	4/1/19	4/30/19	5/1/19

Non-winning entries will carry forward into subsequent Entry Periods. The Administrator's computer is the Sweepstakes official clock.

- ELIGIBILITY:** The Sweepstakes is offered only to legal residents of the fifty (50) United States (excluding Utah) and the District of Columbia who are at least twenty-one (21) years old at the time of participation ("Entrant"). Employees, officers, directors, representatives, and agents of Sponsor, Administrator, Live Nation Marketing, Inc. ("Live Nation") and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Sweepstakes Entities") and each of their immediate family members (e.g., spouse, parent, sibling, child, and their respective spouses and the "steps" of each, all lineal descendants, including those by adoption, regardless of where they reside) and persons living in the same household of each, whether or not related, state alcoholic beverage manufacturers, distributors, and retailers and employees of state or local alcohol beverage agencies are not eligible to enter or win. Void in Utah, Puerto Rico, all other

United States Territories and Possessions, and where prohibited or restricted by law. All federal, state, and local laws apply.

Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. For purposes of the Sweepstakes, an Entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical addresses or e-mail addresses.

- 3. HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period an Entrant may visit turnupthenight.com ("Website") and complete and submit the online registration form in order to receive one (1) entry into the Sweepstakes. The Entrant will first be required to enter his/her date of birth then enter his/her valid e-mail address. The Entrant must then complete the registration form, which may include, but is not limited to, complete first and last name (no initials), street address (no P.O. box), city, state, ZIP code, phone number, date of birth, and agreement Entrant has read and agrees to be bound by these Official Rules. After completing registration, an Entrant may return daily and enter his/her date of birth and valid e-mail address to receive one (1) additional entry into the Sweepstakes. **If an Entrant participates via a mobile device, message and data rates may apply. Not all cellular phone providers carry the service necessary to participate in this Sweepstakes through a mobile device. Please check your mobile device's capabilities for specific web enabled browsing instructions and pricing plans.**

Bonus Entries: An Entrant may follow the instructions at the Website to invite other people to participate in the Sweepstakes by posting a link to his/her own Facebook wall ("Invitation Post"). An Entrant will receive one (1) bonus Sweepstakes entry ("Bonus Entry") when another person clicks on the link in an Entrant's Invitation Post and registers for the Sweepstakes (up to five [5] Bonus Entries). This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, Facebook. By using Facebook to participate in the Sweepstakes, an Entrant agrees to release Facebook from any and all liability associated with Entrant's participation in the Sweepstakes.

Entry Limit: Limit one (1) entry per person/e-mail address per day via the Website and five (5) total Bonus Entries during the Sweepstakes Period. A day is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET, except for July 2, 2018, when a day will start at 12:00 PM ET and end at 11:59:59 PM ET. If entries are received from the same person/e-mail address in excess of the stated entry limits, the entries will be void, subject to Sponsor's discretion.

- 4. RANDOM DRAWINGS:** On or about each Drawing Date listed in Section 1, Administrator will select fifty (50) potential first prize winners in a random drawing from among all eligible entries received during the applicable Entry Period. On or about January 2, 2019, Administrator will select one (1) potential grand prize winner in a random drawing from among all eligible entries received during Entry Periods 1 – 6. On or about May 1, 2019, Administrator will select one (1) potential grand prize winner in a random drawing from among all eligible entries received during the Sweepstakes Period. Each winner is deemed to be a potential winner, pending verification of the Entrant's eligibility and compliance with these Official Rules, as determined by Sponsor or Administrator, in their sole and absolute discretion.
- 5. PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:**

A. Grand Prizes (2): The grand prize is a fly-away concert experience for the winner and one (1) guest who is at least twenty-one (21) years of age (“Grand Prize”). Each Grand Prize includes two (2) tickets to a Live Nation produced and promoted concert at a Live Nation owned and operated venue in the United States (excludes Festivals); round-trip, coach class air transportation for two (2) from the major airport nearest Grand Prize winner’s home within the U.S. to the major airport nearest the concert (subject to Live Nation and/or Sponsor’s discretion); one (1) double occupancy standard hotel room for two (2) nights / three (3) days; and a \$200 check made payable to the winner. Tickets are subject to availability, venue capacity, artist, and age restrictions. Tickets to a particular concert are not guaranteed. Selection of airline, hotel, and concert seat locations are solely within Live Nation and/or Sponsor’s discretion. All other expenses not specifically mentioned herein are solely a winner’s responsibility. Live Nation and/or Sponsor reserve the right to provide ground transportation in lieu of air transportation if a winner resides within two hundred (200) miles from concert venue. Winner and guest must abide by all venue policies. Live Nation reserves the right to revoke full or partial Grand Prize from a winner or winner’s guest who it or venue personnel deem may, in its sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring Sponsor and Live Nation into disrepute. Winner will be required to provide a credit card to hotel to cover incidentals which are not included in the Grand Prize. Concert must be selected at least thirty (30) days in advance of the travel date and is subject to availability and age restrictions. Travel must take place on the day prior to the confirmed concert and return the day following the concert. **All travel must be taken no later than October 31, 2019;** no alternative travel dates are available. If a winner is unable or unwilling to travel on the dates specified, the Grand Prize will be forfeited and may be awarded to an alternate winner. All travel subject to availability and restrictions. Winner and guest must travel on same itinerary. Winner and guest must sign and return a travel release before any ticketing of travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver’s license) required for travel. Winner understands that there are inherent risks involved in travel and that these risks may be present before, during, and after the trip. Sponsor and Live Nation is not responsible for changes in schedule of any element of the Grand Prize or for any expenses incurred as a consequence of flight cancellation or delay. Sponsor and Live Nation are not responsible and will have no liability if a winner and/or his/her guest is for any reason not permitted to travel by the relevant airport authorities or misses a flight or other travel element. An unclaimed and/or unused Grand Prize element will remain the property of Sponsor and Live Nation. Resale of tickets is prohibited. The ARV of a Grand Prize is \$2,400, depending upon winner’s point of travel origin and airfare fluctuations at the time of taking the trip. Any difference between stated ARV and actual value of Grand Prize will not be awarded except at the sole discretion of Sponsor. No more than two (2) Grand Prizes will be awarded.

B. First Prizes (500 total; 50 per Entry Period): The first prize is two (2) \$5 Live Nation® Concert Cash® Codes (“First Prize”). Each \$5 Live Nation® Concert Cash® Code (“Code”) is redeemable only on the Live Nation website located at www.livenation.com/sterlingvineyards. A Code is a one-time use only voucher code good toward \$5-off final ticket purchase for a Live Nation concert at a participating Live Nation owned or operated venue in the United States, based on availability under this program; or \$5-off select merchandise sold at the Musictoday online merchandise store. A Code cannot be used toward fan clubs, ticket packages, or shipping charges. Exclusions may apply to TM+ tickets and other tickets not sold directly by Live Nation. All ticket purchases are subject to the Purchase Policy found at <http://www.livenation.com/h/purchase.html>. All merchandise purchases are subject to the Terms of Use found at <http://www.shop.musictoday.com/Terms.aspx>. A Code must be redeemed by 3:00 PM PT on June 30, 2019. A Code can be used only once. Maximum two (2) Codes per transaction for tickets; one (1) Code per transaction for merchandise. Codes are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged,

counterfeited, mutilated, or tampered with in any way, or if Codes contain or are the result of a printing, seeding, typographical, mechanical, or other error(s), or do not contain proper security devices (an "Irregular Code"). Any attempt to obtain or generate multiple Codes and/or Irregular Codes and/or to use multiple names, e-mail addresses, phone numbers, and/or any fraudulent or other non-permissible mechanisms to obtain Codes, as determined by Live Nation in its sole discretion, shall give Live Nation the right to disqualify user. A Code has no cash value and cannot be exchanged for cash or credit, except as required by law. A Code cannot be sold or bought. Void if sold or exchanged for compensation. Any unused value will be forfeited. A Code cannot be combined with other product offers or promotions. Items purchased with a Code are for personal use or gifts only, and are not valid for resale. Codes cannot be used for past purchases or offers. Use of a Code for unauthorized advertising, marketing, or other promotional purposes is strictly prohibited. A Code cannot be replaced if lost or stolen and Live Nation is not responsible for any damage or loss resulting from unauthorized use. Codes are void where prohibited by law. Full Code Terms of Use apply. If a Code is used in violation of the Code Terms of Use, Live Nation reserves the right to (a) cancel any ticket or merchandise order or (b) charge user's credit card for value of tickets or merchandise after shipment. Once tickets are issued, they cannot be exchanged for other tickets or merchandise. Merchandise may not be exchanged for tickets, but may be exchanged for other merchandise of equal or lesser value. The ARV of each First Prize is \$10 (two [2] \$5 Codes). No more than five hundred (500) First Prizes will be awarded (fifty [50] per Entry Period).

C. Total ARV: The ARV of all prizes (each, a "Prize") in this Sweepstakes is \$9,800.

D. Odds of Winning: The odds of winning a First Prize depend upon the number of eligible entries received into each Entry Period. The odds of winning a Grand Prize depend upon the number of eligible entries received during the Sweepstakes Period. Limit one (1) Grand Prize and one (1) First Prize per person/household.

6. HOW TO CLAIM A PRIZE: Each potential winner will be notified via e-mail by Sponsor or its authorized designee at the e-mail address provided at the time of registration. Before being declared a Grand Prize winner, a potential Grand Prize winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit") sent with the e-mail notification. A potential Grand Prize winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within five (5) calendar days from the date it is postmarked as being sent to the potential Grand Prize winner. If a potential winner is disqualified, is found to be ineligible, is not in compliance with these Official Rules, declines to accept a Prize, or fails to return an executed and notarized Affidavit within the five (5) calendar day deadline (for Grand Prize winners only), the Sponsor may, in its sole discretion, conduct a random drawing to select an alternate winner from the remaining eligible entries. A Prize will go unawarded, at Sponsor's sole discretion, if, after a reasonable effort to award the Prize, Sponsor is unable to award the Prize to a verified winner. All federal, state, and local taxes imposed on the acceptance of a Prize are solely the responsibility of each winner. Sponsor will issue an IRS Form 1099-MISC for each Grand Prize winner.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive a Prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a Prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. First Prize winners will receive First Prize

Codes at the e-mail addresses provided at registration. **All Codes must be redeemed at www.livenation.com/sterlingvineyards by June 30, 2019.** Grand Prize winners will be contacted by Sponsor or Sponsor's designee to arrange Grand Prize travel. Sweepstakes Entities shall not be held responsible for any delays in awarding a Prize for any reason. Each Prize will only be awarded to a verified winner.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, Entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, programming, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to Entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each Entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the Entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by Entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more than more Prizes be awarded than are stated in these Official Rules. If for any reason, including but not limited to an administrative, printing, production, computer, typographical, mechanical, or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, more winners stated on any Sweepstakes related materials, or more Prizes are claimed than are

intended to be awarded according to these Official Rules, the intended Prizes will be awarded in a random drawing from among all verified Prize claims received.

Without limiting the foregoing, everything regarding this Sweepstakes, including each Prize, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- 8. DISPUTES: IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN CALIFORNIA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN NAPA COUNTY, CALIFORNIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**
- 9. PRIVACY POLICY:** Sponsor's Privacy Policy is available at <http://www.tweglobal.com/privacy-policy/>.
- 10. PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting a Prize, each Entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Sweepstakes and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any Entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared

made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each Entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. 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.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No Entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNER LIST: For the names of winners, send a self-addressed, stamped envelope postmarked after to: Sterling Turn up the Night Sweepstakes Winner List Request, PO Box 251328, West Bloomfield, MI 48325. Winner list requests must be received by July 1, 2019.

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Live Nation is not a sponsor of the Sweepstakes, and is in no way responsible for the administration of the Sweepstakes, the verification of winners, or the fulfillment of prizing. All inquiries regarding the Sweepstakes should be directed to Sponsor and not to Live Nation.