



VINO TERRA ANIMA

REGULATIONS

“Vote for the new MOMA label”

The undersigned CESARI Srl, headquartered in Via Stanzano 1120 - 40024 Castel San Pietro Terme (BO), P. IVA 00535551204, in order to select, with the participation of the web community, the winner from among the artists chosen by the jury of the Umberto Cesari Art Contest, whose artwork will be reproduced on the labels of the MOMA wines, and in order to dispose of a collection of names to whom it can send future marketing communications, intends to promote a prize competition, which will take place in accord with the following norms:

Name of prize competition:

“Vote for the new MOMA label”

Type of event:

Winner-by-lot competition

Relevant geographical area:

The competition will be valid throughout the territory of Italy and in the Republic of San Marino.

Period:

From 18 March 2019 through 3 April 2019

Target audience:

The present prize competition is addressed to all physical persons of legal age who will indicate on the website www.umbertocesariartcontest.it and www.umbertocesariartcontest.com their preference, selecting from among the 6 finalist works the artwork that they wish to appear as the new label on MOMA wine.

Excluded from the competition are employees and collaborators of the promoting businesses.

Purpose of the competition:

The main purpose of the event is the re-styling of the labels of Umberto Cesari for the MOMA line of wines and the raising of brand awareness, involving in this process the Umberto Cesari web-based wine community. Additional objectives are to attract new users attracted by the art world and to do DB Building, in order to build an address bank for any future marketing communications.

Description of the competition:

From 18 March 2019 through 3 April 2019, all those who register on the www.umbertocesariartcontest.it and www.umbertocesariartcontest.com websites and express their personal preference (a single preference per registered email account) for naming the winner of the Umberto Cesari Art Contest, will have the right to participate in the extraction of the final prize.

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VINO TERRA ANIMA

The competition is integrated with the consecutive Umberto Cesari Art Contest, whose jury will select the 6 artworks that will be voted upon by the web-voting public.

In order to vote, the user must register, by completing a form with his/her personal information. Every player may register and vote only one time.

All those who register and vote may participate in the extraction of the final prize. Expressing a preference is a condition for participating in the competition.

No later than 3 May 2019, the final extraction will take place, in the presence of a representative of the relevant CCIAA, in the context of a **2 days Umberto Cesari Experience**. In addition to the first extraction, 3 other provisional names will be extracted.

The winner of the prize will be notified, by email, **no later than 10 May 2019**.

In addition to the announcement of the winner, information will be provided on how to utilise the prize.

The winner must reply, within 15 days of receipt of the email, to the promoting company/delegated individual by sending, in accord with instructions, the following information and documents:

- full personal information (attaching an official ID)
- the prize award certificate accepted and signed.

Should the winner not transmit the confirming documentation within the stipulated time period, the promoter/delegated company shall proceed to re-assign the prize in question to the first of the 3 extracted conditional names, contacted in order of extraction, who shall confirm his acceptance in accord with the already-mentioned procedure. Should that person not transmit said documents within the 15 days allotted, the second extracted name will be contacted, and so on. The prize will be consigned within and no later than 180 days from the extraction date.

Prize amount:

To be awarded: **2-Day Umberto Cesari Experience**, of an estimated value of € 1,100,00 (IVA included and not separable)

Estimated prize amount € 1,100,00 (IVA included and not separable)
(one thousand, one hundred euros and 00 cents)

The prize to be awarded consists of a "2-Day Umberto Cesari Experience" valued at approximately € 1,100,00. The prize is valid for 2 persons and consists of a number of experiences related to the winery and its growing area. Purely as an indication of possible components:

DAY 1

- 10.00 Arrival at winery, tour, light lunch
- 15.00 Transportation to hotel (Palazzo di Varignana)
Tauleto SPA couple treatment at VARSANA (SPA di Palazzo di Varignana)
- 20.00 Dinner at Ristorante San Domenico (Imola) with Umberto Cesari wines

DAY 2



VINO TERRA ANIMA

- 10.00 Hike in the vineyards or mini golf at Golf Club Le Fonti (Castel San Pietro Terme) or tour of Autodromo Imola
- 13.00 Picnic in the vineyard

Excluded are transportation and any food and lodging expenses not expressly indicated in the programme.

The trip may be enjoyed within 31 October 2019, and reservation must be made at least 30 days prior to visit and will depend on availability of the services and businesses involved.

The award carries no right to monetary return nor to total or partial conversion to money.

Fulfilment and guarantees:

- The collection of names via the web for participation in the competition and the mechanism for automatically selecting the winners will be effected by computer software, and a notarised declaration will be prepared detailing the correct procedures followed.
- The presentation for prize assignment and the event conclusion will take place in the presence of a notary or local/regional public official (art. 9 del D.P.R. 26 Ottobre 2001, n° 430).
- In accord with the requirements of DPR 430/2001 art. 7, suitable collateral/guarantees will be presented in full amount of the prize.
- The said prize competition will take place in full accord with D.P.R. 26 October 2001, n° 430 and with the instructions contained in the *Circolare* 28 March n° 1/AMTC of the Ministry of Economic Development.
- Participation in the said prize event requires of the participation unconditional and total acceptance, with no reservations whatsoever, of the rules and regulations herein contained, including indicated/estimated value of the prize.**
- Should there be obvious instance(s) of attempts at fraud and/or false or inexact declarations, the Promotor reserves the right to immediate expulsion/elimination of the user.
- Collection of participants' personal information shall take place in full accord with D.Lgs. 196/2003.
- Location of server. The competition database will be supported by a server located within the Territory of Italy, and precisely at a server farm in Modena, in via Imola 90.
- The Promotor rejects all responsibility for any problems regarding access, obstacles, misfunctions, or difficulties regarding technical mechanisms, computers, telephone lines, cables, electronics, software or hardware, transmission and connection, internet connection, online/mobile or landline telephone/ accessibility of the competition, that might prevent the user from participating in the competition. The Promoter likewise rejects any responsibility for problems caused by the user's computer configuration that could affect the user's participation in the competition.
- There is no additional cost relative to internet access beyond that inherent in normal internet connection.
- Participation in the competition is open to all legal-age individuals residing or domiciled in Italy or in the Republic of San Marino.



VINO TERRA ANIMA

- The Promotor assumes no responsibility for mis-directed announcement of winning due to participant's mistake(s) regarding address or personal information.
- Should a winner decline the prize, s/he shall confirm that decision in writing within 15 days from communication of the award, and send the communication, along with ID documents, to the fax number of the above-indicated representative.
- Should all winners expressly decline the prize, it shall remain at the disposition of the Promoter.
- At the conclusion of the promotion, a Statement of Notarial Equivalence shall be made regarding the assignment and awarding of prizes.
- The prize, if not requested or not assigned (first by the winner, then by the provisional winners), different from that refused, in accord with Art. 10 para. 5 of DPR n° 430 on 26/10/2001, shall be given to an ONLUS (Non-profit organization of social utility) as follows:
BolognAIL Onlus - Sezione Bolognese di AIL - Associazione Italiana contro le Leucemie, linfomi e mieloma Onlus - Istituto di Ematologia "L. e A. Seràgnoli" - Pad. 8 - Policlinico S. Orsola – Malpighi - Via Massarenti 9 - 40138 Bologna BO - C.F. 92029750376
- Should the winners prove unable to use the prize, they shall not have a right to its equivalent in money, in accord with the prohibition expressed in Art. 4, c. 1° of D.P.R. 430/01.

Publicity:

Publicity shall be in accord with regulations available at the administrative offices of the representative company and on the www.umbertocesariartcontest.it and www.umbertocesariartcontest.com websites. Information regarding the event shall be communicated to users via the web and via other means.

Modifications and/or updates of the rules

The Promoter, aware that the publication of the present regulations constitutes a promise to the public in accord with articles 1989, 1990, and 1991 of the Civil Code, retains the right to modify and/or update the contents of said regulations. Should that prove necessary, such changes shall not harm the rights acquired by those who have received information about the prize competition, who shall receive communication of said modifications or updates via the same, or equivalent, communication channels by which they have received the present regulations.

Payment of IRPEF

CESARI Srl hereby undertake to pay the IRPEF (personal tax) required by law, the equivalent of 25% of the calculated value of the prize net IVA/VAT. It further declares that IVA will be non-deductible, and in case that is not possible, to pay an Alternative Tax of 20%.

Declination of reimbursement option

CESARI Srl does not intend to exercise the option of reimbursement as allowed by Art. 30 of DPR 29 September 1973, n° 600.

Processing of personal information



VINO TERRA ANIMA

In accord with EU Regulation 679/2016 (GDPR), the Promoter states that the acquired personal information will be processed for purposes connected to management of the competition and to send future promotional communications and information relative to the products and initiatives of CESARI srl, in full respect of the above-cited norms and of the obligations of confidentiality. The personal data may be processed in paper and/or electronic form, in a legal and correct manner, and with the greatest confidentiality. Submission of personal information by the users is optional, but not providing such information may prevent participation in the extraction. Although all the communications and dissemination of collected information are in conformity with the law, all of the information collected and processed may be communicated and disseminated to employees and collaborators of the Promoter as well as to third parties that manage the Competition data banks and to marketing services. The collected information will be held for 5 years after the conclusion of the prize competition. The complete notice regarding processing of personal information by CESARI srl can be found on the www.umbertocesariartcontest.it website. Owner of the processing is CESARI Srl with legal headquarters in Castel San Pietro Terme, via Stanzano 1120 40024.

BASE REGULATIONS

For everything not expressly indicated in these regulations, the Promotor makes referral to what is required in D.P.R. 430/2001