

RULES AND REGULATIONS FOR THE VIRGO CONTEST

1. DESCRIPTION

1.1. ILLEGIBILITY: All individuals with more than 18 years old, that comply with the requirements specified in this regulation

There will be no prizes awarded to the associates of the Agricultural Society of Torre de Curvo, lda. neither to their families.

1.2. CONTEST PERIOD: Each contest lasts for two months, which means there are 6 contests each year: **First** – 1st of January 2012 to 29th of February 2012; **Second** 1st of March 2012 to 30th of April 2012; **Third** – 1st of May 2012 to 30th of June 2012; **Fourth** – 1st of July 2012 to 31st of August 2012; **Fifth** – 1st of September 2012 to 30th of Outubro 2012; **Sixth** – 1st of November 2012 to 31st of December 2012.

1.3. THE SPONSOR: Agricultural Society of the Torre de Curvo Estate, with headquarters at Rua dos Quarteis, 14, 7350-178 Elvas, TIN:501819185

2. GENERAL RULES FOR THE VIRGO CONTEST

2.1. HOW TO PARTICIPATE

2.1.1 - Creation – the participant should create his own label in a bottle of VIRGO by using words, sentences or drawings that resemble their tasting moment.

2.1.2 - Take a picture - the participant should take a picture of his creation.

2.1.3 – Forward/Upload – to enter the contest, the participant should go to www.virgo.pt, click on the button “Participate” and then click on the sub-button “Upload”. He will have to write his name (real name or nickname) and email address and finally attach the picture of his creation.

2.3. DESCRIPTION

2.4. Forwarding time – we shall consider all creations sent until 23:59.59 p.m. of the last delivery day. This is meant to prevent creations from being more exposed in social networks than others in the same contest. For example, the creations that can enter the contest of March-April are the ones sent until 23:59 p.m. on the 31st of January. All creations received after this date will automatically enter the next contest.

2.4.1. The participant will have to submit his registration in the due application, previously mentioned on 2.1.3, by uploading his own label creation that must suit the theme and spirit of VIRGO, by being original.

2.4.2. The participants may enter the contest several times but the prize will only be awarded once to the same participant during the same contest (check 1.2).

2.4.3. For each contest, there are prizes for the 1st, 2nd and 3rd Winners.

2.4.4. The sponsor has the right to dismiss all participations advertising other brands, products and/or services and using defamatory or abusive language. The participant will not be informed about the elimination of his participation if the reason for exclusion is one of the aforementioned.

2.5. Short list – In each contest, only 10 creations will enter the competition and be judged by a Jury. The participations will only be considered if they comply to the rules in 2.4. The participants that enter the short list will be notified by e-mail.

2.6. The assessment of participations that comply with the rules will be made according to the following criteria and coefficients: Creativity (40%) ; Compliance of the creation to the tasting experience (50%) ; Artistic expression (10%)

2.7. The creations entering the contest will be available online for all participants and users to see, namely on Facebook, Twitter, Flickr and Youtube which are associated with the brand Virgo.

2.8. All submitted participations will be judged by a jury consisting of members of the Agricultural Society of Torre de Curvo.

2.9. By participating, all users agree with the sponsor's rules and regulations of using the submitted material (texts, photographs and/or drawings) on its online resources, including websites, official social network pages or any other related resources managed by the Owner of the brand Virgo.

2.10. If declared winners, the participants must authorise the use of their material by the Agricultural Society of Torre de Curvo, namely for publicity purposes and other marketing strategies. In order to do that, the participants must sign a Declaration of Copyright which is at the bottom of this regulation.

3. WINNER SELECTION

3.1 The jury, composed by members of the sponsoring organization, will choose the winners from the entries to the Short List of each contest. They will base their decision on the following criteria and coefficients: *likes* on Facebook (20%); Creativity (30%); Compliance of the creation to the tasting experience (40%); Artistic expression (10%).

3.2. The first three winners of each content will be awarded a prize.

3.3. The decision of the sponsoring organization is final and the results will not be discussed with participants.

4. PRIZES

4.1. The prizes will be announced in each contest.

4.2. The prize can be delivered in the total period of 60 working days.

4.3. The prizes will be the selected ones and there will be no replacement for any sum of money.

4.4. To claim the prizes, the winners must officially agree to release their submitted material (texts, and drawings) to the Agricultural Society of Torre de Curvo, lda. to be used for promotional purposes of the brand VIRGO, in any media now existing online or offline. To this effect, the announced winner will have to sign the Declaration of Copyright which is at the bottom of this regulation.

5. WINNER ANNOUNCEMENT

5.1. The declaration of the winners will be made on the 5th day of each uneven month, through the Social Networks and via e-mail to the participant.

5.2. The quarterly winners will be published online at the Social Network Feeds owned by the brand VIRGO.

5.3. Before the announcement of each winner, the participants will be previously notified via e-mail.

5.4. The winners must claim their prizes up to 30 days after acknowledgement of receipt, according to the rules established on the previous subparagraph.

6. **CLAIMING AND DELIVERY OF PRIZES:** The claiming and due date for the prizes must be done in the following terms:

6.1. Claim: the winners must print the DECLARATION OF PRIZE RECEIPT and the DECLARATION OF PERMISSION FOR THE USE OF TEXTS / PHOTOGRAPHIES / VIDEOS and send them filled out and signed by post or e-mail. The participants must attach a photocopy of their ID or citizen card.

6.2. If the aforementioned declarations are not delivered to the sponsoring organization, the latter has the right to refuse delivering the prize to the winner. The winner must attach the declarations and the photocopy of his ID or Citizen card, to be delivered to the sponsoring organization.

6.3. Delivery: every detail of the delivery will be previously agreed on between the winners and the sponsoring organization.

6.4. Addresses for the delivery of the aforementioned required documents (subparagraph 6.1.):

Address: Av. da Republica 14 - 7º 1050-091 LISBOA – PORTUGAL

E-mail: geral@torredofrade.pt

6.5. The documentation must be sent to: Sociedade Agrícola Torre de Curvo

7. DECLARATION OF PRIZE RECEIPT

7.1. To receive the prizes, the filling and delivery of the documents at the end of this regulation are compulsory. These must be printed, filled out, signed and sent to the sponsoring organization by post or e-mail. The same documents must declare the winner's consent that the Agricultural Society Torre de Curvo may use winner's entry for promotional purposes concerning the brand VIRGO.

8. UNCLAIMED PRIZES

8.1. The awarded prizes that are not claimed within 30 days will no longer be delivered to the winner and the prize (or its equal value) will be converted to other promotions or contests of the brand.

9. ADDITIONAL RULES

9.1. Responsibility

9.1.1. By participating in the existing contests on the website of www.virgo.pt, the participants automatically accept the terms of this regulation, complying to its rules.

9.1.2. Any infraction of these rules may prevent the delivery of the prize by the sponsoring organization.

9.1.3. If any illegal or fraudulent activities occur during the VIRGO contest period, unknown to the contest sponsors, disturb the good performance of the CONTEST, the sponsors reserve the right to alter, shorten, delay, extend or terminate it and publish this information on the Social Networks associated to the brand VIRGO. These alterations will only be valid from the moment the information is published.

9.1.4. The contest sponsors will not be held responsible for any interruption of the contest, either for technical issues or any other issues beyond their control. If there is any interruption of the contest for any of these reasons, the sponsors will do everything in their power to proceed with the contest or terminate it in a fair way to all participants.

9.2. The contest sponsors reserve the right to alter the regulations whenever necessary, ensuring they will not become effective during a contest period or before the winner announcement. These alterations will only be effective after their publication on the Social Networks associated to the brand VIRGO.

9.3. The contest sponsors will not be held responsible for the lack of contact with participants if there are mistakes in the filling of the registration forms at www.virgo.pt.

9.4. The contest sponsors will not be held responsible for any incidents occurring after the delivery of prizes to the winners, namely if they occur while using them or misusing them.

9.5. The contest sponsors reserve the right to disqualify and lodge a complaint of any participant that deliberately enters the competition with false data, tries to breach the rules and the spirit of the contest or performs any hacking attempt.

10. Contacts

Any information request or complaint regarding the CONTEST must be written and sent to the e-mail: geral@torredofrade.pt

WINNER DECLARATION

I, _____,

Holder of Identification Card/Citizen Card _____ issued on __ / __ / __,

by the Identification Registry of _____, declare for all legal purposes that I have received

the following prize by the company Soc. Agríc.da Herdade da Torre de Curvo, lda.:

_____ from the Contest VIRGO. Having been declared winner of the VIRGO

contest, I hereby authorise the company to make use of my creation for promotional

purposes regarding the brand VIRGO exclusively.

Date

Signature

DECLARATION OF COPYRIGHT

I, _____, Holder of

Identity Card/Citizen Card _____ issued on __ / __ / __, by the Identification

Registry of _____, hereby authorise the company Soc. Agríc. Da Herdade de Torre de Curvo lda. to use my submitted

creations (texts, or videos) for any promotional purposes regarding the brand VIRGO whether online, in webpages such as

www.virgo.pt or in Social Networks associated to the brand VIRGO, or in any other related resources offline.

Date

Signature