

HIRAM WALKER SIMPLETINI CONTEST OFFICIAL RULES

MUST BE 21 YEARS OF AGE OR OLDER TO PARTICIPATE. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Sponsor: Pernod Ricard USA, LLC, 100 Manhattanville Rd, Purchase, NY 10577.

Eligibility: The Hiram Walker Simpletini Contest is open only to legal residents of the United States and the District of Columbia, excluding its territories and possessions, age 21 or older at the time of entry. Void to residents of California and where otherwise taxed, prohibited or restricted by law. Tennessee residents may not enter Contests via the Internet. Officers, directors and employees of Sponsor, its parents, subsidiaries, and affiliates; individuals or entities responsible for the development, printing, distribution and implementation of this Contest; suppliers, distributors and retailers of alcohol-beverage products; and individuals who are employees of or members of the immediate family or household of any of the foregoing are not eligible.

To Enter: Enter via internet or regular mail. To enter via internet, visit www.drinkoftheweek.com, follow all instructions, and complete and submit an online entry form. To enter via regular mail, complete an official entry form or legibly print your name, date of birth, address, e-mail address (optional), and daytime telephone number on a 3x5 postcard and mail to: NOVA Marketing, 6 Wintergreen Lane, Avon, CT, 06001. The Contest will begin on 07/05/2010, online entries must be received by 07/17/2010, and mail-in entries must be postmarked by 07/14/2010 and received by 7/17/2010 (the "Contest Entry Period"). Only entries received during the Contest Entry Period and which are otherwise fully compliant with these Official Rules are "Valid Entries." Limit one entry per person or e-mail per day, regardless of method of entry. A "day" is defined as 12:00:01 a.m. Eastern Standard Time through 11:59:59 p.m. Eastern Standard Time. Entrants may enter the Contest using one name or e-mail address only. In the event of a dispute involving entries submitted by multiple individuals using the same email account or address, the entry will be deemed to have been submitted by the authorized subscriber of the email account used to enter the Contest at the time of entry. The authorized account holder is defined as the natural person who is assigned to an email address by the relevant Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address. Entries in excess of the daily entry limit are prohibited and will void all entries by that entrant. Entrants expressly agree to assume the risk of lost, late, incomplete, illegible, stolen, undelivered or misdirected entries. Odds of winning depend on the total number of Valid Entries timely received.

Judging Criteria: Submissions shall be judged by NOVA Marketing according to the following judging criteria (the "Judging Criteria"):

(#1) Use of product from Hiram Walker portfolio

(#2) Use of a second product from Pernod Ricard USA portfolio, including ABSOLUT® Vodka, Beefeater® Gin, Chivas Regal® Scotch Whisky, Jameson® Irish Whiskey, Kahlúa® Coffee Liqueur, and Malibu® flavored Rum.

(#3) The cocktail must contain no more than three ingredients.

(#4) Recipe measurements must be submitted in parts, as opposed to specific units (e.g., ounces).

Visit www.simpletini.com for examples of Hiram Walker Simpletini cocktails. Creativity in use of ingredients will be considered with judging Valid Entries.

Selection of Winner: On or about 7/17/2010, Sponsor or an independent judging organization or entity

designated by Sponsor will select one (1) winner from all Valid Entries in accordance with the Judging Criteria. The Sponsor and/or its independent judging organization will be the sole judge(s) of which entries are Valid Entries, and their decisions and the result of the judging drawing will be final in all respects. Winner will be notified by telephone and/or mail using the information provided on such winner's entry on or about 8/09/2010. In order to receive the prize, winner must provide his or her social security number and will be required to sign an affidavit of eligibility and publicity/liability release within seven (7) business days of initial notification, or an alternate winner will be selected. Telephone notification shall be deemed to have occurred on the date Sponsor or Sponsor's designee first attempts to make telephone contact with a potential winner, and mail notification shall be deemed to have occurred on the date such notification is postmarked. If any prospective winner is found to be ineligible for any reason, an alternate winner will be selected. If prize notification is returned as undeliverable it will result in disqualification, and the prize will be awarded to an alternate winner. Any non-response by a potential winner, or Sponsor's failure to receive a response from any potential winner within the prescribed seven (7) business day period will result in disqualification and the selection of an alternate winner. In the event of any non-compliance with these Official Rules, the potential winner will be disqualified and an alternate winner will be selected. Sponsor is not responsible for unsuccessful efforts to notify any potential winner.

Prize: Winner will receive one (1) cocktail blender (approximate retail value: \$28.00) and one (1) Boston shaker (approximate retail value: \$8.00). Prize includes cocktail blender and shaker with all applicable shipping cost. Prize is not assignable or transferable. No transfers or substitutions are permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value due to unavailability or otherwise in its sole and absolute discretion. Any costs, expenses or incidentals are the responsibility of winner, as are all federal, state, local and income taxes on the prize. Sponsor reserves the right to conduct a background check, including but not limited to criminal history, on the winner. To the extent required by law, winner shall authorize this check.

General: By participating, all entrants warrant and represent that they have complied in full with these Official Rules, including but not limited to all eligibility requirements, and further agree to be bound by these Official Rules and the decisions of Sponsor and/or the judging organization or entity, which are final and binding in all respects. All entries become the property of Sponsor and will not be returned or acknowledged. Photocopies, facsimiles, illegible, incomplete or mechanically reproduced entries are not eligible. Entry materials that have been tampered with or altered, or mass entries or entries generated automatically or robotically, or by a script, macro or use of any automated device(s) are void. Neither Sponsor nor its parents, affiliates, subsidiaries, divisions and/or advertising or promotion agencies are responsible for: (i) lost, late, misdirected, damaged, illegible or postage due mail/entries; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor; (iii) hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or the Web Site; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest; or (iv) any injury or damage to entrant's or any other person's computer related to or resulting from entering or otherwise participating in the Contests. Sponsor reserves the right to withdraw and terminate, or modify, the online method of entry if it becomes technically corrupted, if a computer virus or system malfunction impairs its ability to conduct the Contests, or if the online entry method otherwise becomes

impossible, impractical, infeasible for any other reason. If for any reason the Contests is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contests, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Contests.

Warranty: By entering, each entrant warrants and represents (i) that each individual featured or visible in entrant's entry/submission is at least 25 years of age or older at the time the entry was initially shot or otherwise prepared; (ii) that the entrant owns all rights to the submission he/she is entering in this contest, including, without limitation, the video or digital recording, and the performance contained in each submission, with the exception of any Sponsor brand assets provided or made available by the Sponsor for use by entrants in connection with this Contest; (iii) that the entrant is the individual pictured and/or heard in the submission, or, alternatively, that the entrant has obtained permission from each and every person appearing in the submission, granting full exhibition rights to the Sponsor as described in these Official Rules, and can make written copies of such permissions available to the Sponsor upon request; (iv) and that his/her submission(s): (a) are original to the entrant and have been legally obtained and created, (b) do not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, or violate applicable laws, rules regulations, or network standards; and (c) have not been entered in or won any previous contests or awards.

Content: Each entry must be suitable for display and publication in all forms of media, including but not limited to the internet, the World Wide Web, print, radio, and network, cable or satellite television broadcast. Accordingly, entries must be dignified, modest and of good taste, may not be obscene or indecent, including but not limited to nudity, pornography or profanity, must not contain any offensive or defamatory statements including but not limited to words or symbols that might be considered offensive to individuals of any race, ethnicity, religion, sexual orientation or socioeconomic group, must not feature, advocate, suggest, condone, or treat in a humorous manner the excessive, underage or irresponsible consumption of beverage alcohol products, must not include threats to any person, place, business, group or world peace, it must not invade privacy or other rights of any person, firm or entity, must not include any third party trademarks or copyrighted materials, including brand names, logos, text or other similar materials, it must not portray Sponsor or Sponsor's brands or products in any way that might tend to subject any of them to public contempt, scandal, disrepute or ridicule, and it must not in any other way violate any applicable laws, rules or regulations or network standards. Sponsor reserves the right to make determinations of suitability in its sole and absolute discretion, and to disqualify any entries it determines to be inappropriate for any of the reasons listed above, or for any other reason.

Assignment of Rights: If entrant's submission is judged a winner, entrant will be required execute such documents as may be required by Sponsor to irrevocably assign and transfer to Sponsor any and all rights, title and interest in the submission, including, without limitation, all copyrights, and forever waive all moral rights in the submission, any rights of privacy, intellectual property rights, and any other legal or moral rights that might preclude the Sponsor's use, alteration or modification of the submission or require the entrant's permission to use it for any purpose, and agrees to never sue or assert any claim against the Sponsor or any entity acting pursuant to Sponsor's direction for any use, alteration of such submission.

By participating in the Contests and/or accepting a prize, the winner agrees to release, defend, indemnify and hold harmless Sponsor and its parents, subsidiaries, affiliates, advertising agencies, promotion agencies, franchises, fulfillment companies, dealers, retailers, present and former officers, directors, employees, directors, and agents from and against any and all claims, demands, expenses, losses and liabilities of any nature whatsoever caused or contributed to by entering or participating in the Contests, the acceptance, use or misuse of any prize, participation in any prize-related activities, including any claims of third parties claiming infringement of trademark, copyright, or other intellectual property rights,

right of publicity, right of privacy or defamation, and further agrees to release and indemnify and hold harmless Sponsor from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes on the rights of entrant's work as contained in any submitted entry. By participating in the Contests, entrant irrevocably grants to Sponsor and its parents, subsidiaries, affiliates, legal representatives, assigns, agents and licensees, the unconditional and perpetual right and permission to copyright (as appropriate), reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse, without limitation, the entrant's name, address, image, voice, likeness, statements, biographical material and entry/submission, including, but not limited to any video, still image, likeness, photos, names, special effects or digital or other recording, performances or other material contained in such entry/submission, as submitted or as edited, altered or modified in any way by the Sponsor or its designee(s) in the Sponsor's sole discretion), as well as any additional photographic images, video images, portraits, interviews or other materials relating to the entrant and arising from his/her participation in this Contests in any media throughout the world for any purpose, without limitation and without additional review, compensation, or approval from the entrant or any other party.

Legal Warning: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER WITH OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE CONTESTS, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND TO DILIGENTLY PURSUE ALL REMEMDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Interpretation: This Contest shall be governed by and interpreted under the laws of the State of New York, U.S.A. without regard to its conflicts of laws provisions. By participating, entrants agree that any and all disputes arising out of or relating in any way to this Contests shall be litigated only in courts sitting in New York, NY, U.S.A.

Winner's list: (Available after 08/15/2010): send a self-addressed stamped envelope by 07/17/2010 to: NOVA Marketing, 6 Wintergreen Lane, Avon, CT, 06001.

Privacy Policy: Sponsor shares your concerns about the privacy of your personal information. By entering this Contests, entrants agree to receive marketing materials, communications and other materials from the Sponsor and/or any promotional partners whose products and services Sponsor feels might interest entrants at a future date. An entrant not interested in receiving future promotional offers should write to: [contact info] to notify the Sponsor that he or she does not desire to receive such materials.

©2010 PERNOD RICARD USA, PURCHASE, NY

PLEASE ENJOY OUR PRODUCTS RESPONSIBLY

