

NEW AMSTERDAM VODKA NHL® OND SWEEPSTAKES

Official Rules

This Sweepstakes is intended for legal residents aged 21 or older of the United States (excluding Utah) and the District of Columbia only. Void where prohibited. Do not enter this Sweepstakes if you are not eligible and are not located in the United States at the time of entry.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

The New Amsterdam Vodka NHL® OND Sweepstakes (the "Sweepstakes") will commence at 12:00:00 AM Pacific Time ("PT") on October 1, 2021 ("Start Date") and end at 11:59:59 PM PT on December 25, 2021 ("End Date"). The period between the Start Date and End Date will be referred to as the ("Sweepstakes Period"). The Sweepstakes Period will be broken out into eleven (11) separate entry periods as set forth in Section 4 below (each, an "Entry Period"). Entries submitted past the expiration of each respective Entry Period will not be accepted and will be destroyed.

- 1. SPONSOR/ADMINISTRATOR.** The Sweepstakes is sponsored by E. & J. Gallo Winery, 600 Yosemite Blvd., Modesto, CA 95354 ("Sponsor"). The Sweepstakes is administered by Moosylvania, 7303 Marietta Ave, Maplewood, MO. 63143 ("Administrator") and Arrowhead Promotion & Fulfillment, 1105 SE 8th Street, Grand Rapids, MN 55744 ("Administrator"), for Sponsor's New Amsterdam Vodka brand ("Brand").
- 2. ELIGIBILITY REQUIREMENTS.** The Sweepstakes is open to legal residents of the United States (excluding Utah) and the District of Columbia who are 21 years of age or older. VOID IN UTAH, PUERTO RICO, U.S. VIRGIN ISLANDS, AND OTHER U.S. TERRITORIES AND POSSESSIONS, AND WHEREVER PROHIBITED OR RESTRICTED BY LAW.

The regional Sweepstakes drawings are open only to legal residents of Alabama, Arizona, California, Colorado, Connecticut, Delaware, Kentucky, Massachusetts, Michigan, Nevada, New Jersey, New York, North Carolina, Texas, and Washington (each, a "Region") who are 21 years of age or older.

Directors, officers, employees, and agents of Sponsor, Administrator and any retail licensees, authorized licensees, wholesale licensees, distributors, directors, officers, employees, representatives, or agents of the National Hockey League (the "NHL"), its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC (the foregoing NHL entities, collectively, the "NHL Entities"); and each of their respective parent, sister, affiliates, subsidiaries, advertising and promotional agencies, and all other corporations, partnerships, or other legal entities or individuals associated with the development, administration, or fulfillment of this Sweepstakes, and the immediate families of such persons (defined as spouse, child, sibling, parent, son-in-law, daughter-in-law, grandparent, so-called "step" or "half" variations of any of the preceding individuals, and all descendants and each of their respective spouses, regardless of where they live), and those living in their same households, whether or not related, are ineligible to enter, win or collect prizes in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws, regulations, and ordinances.

3. OVERVIEW.

Depending on an entrant's ("Entrant") indicated state of residence on the entry form at the time of entry, Entrant will be entered into one (1) or two (2) separate drawings from two (2) prize pools (each, a "Prize Pool") within each of eleven (11) Entry Periods during the Sweepstakes Period.

The Sweepstakes consists of the following drawings:

- a. **National Drawings:** All eligible Entrants during each of eleven (11) respective Entry Periods will be entered into the applicable national drawings. One national winner (each, a "National Winner"; collectively, the "National Winners") will be randomly selected per Entry Period from this "National Prize Pool", for a total of eleven (11) National Winners during the Sweepstakes Period. Odds of winning will depend on the total number of eligible entries received within Entrant's applicable Entry Period.
- b. **Regional Drawings:** After each National Winner has been selected from each respective National Prize Pool, all remaining Entrants who are residents of one of the fifteen (15) Regions listed above will be entered into a separate regional prize pool ("Regional Prize Pool") for that respective Entry Period. Entrant's entry will be pooled together with other entries received from Entrants in the same region within the Regional Prize Pool. There will be one (1) drawing and one (1) winner per Region (15 total) randomly selected from the Regional Prize Pool in each respective Entry Period. There will be a total of one hundred sixty-five (165) regional winners (each, a "Regional Winner"; collectively, the "Regional Winners") during the Sweepstakes Period. Odds of winning will depend on the total number of eligible entries received within Entrant's applicable Sweepstakes regional prize pool and Entry Period.

Limit: (1) Entry per **Entry Period** per person/email address regardless of method of entry. Non-winning entries will not roll over to subsequent **Entry Period(s)**. National Prize Pool winners are not eligible to win for Regional Prize Pools.

4. **TO ENTER.** The Sweepstakes begins at 12:00:00 AM PT on October 1, 2021 and ends at 11:59:59 PM PT on December 25, 2021.

To enter, Entrant must visit www.newamsterdamvodka.com and follow the instructions to complete and submit the entry online by entering their name, address, city, state, ZIP code and agreeing to the terms and conditions ("Entry"). All submissions must be received by 11:59:59 PM PT on December 25, 2021 to be eligible for entry into the Sweepstakes. Once entrant has completed the foregoing, he/she will have earned one (1) Entry into the Sweepstakes.

To be eligible, the Entry must be in English. Sponsor and/or Administrator are not responsible for lost, late, incomplete, tampered or damaged Entries or Entries that are lost or misdirected to any Junk folder or SPAM filter. All such Entries will be ineligible. Entries will not be acknowledged or returned.

Entry Periods: There will be a total of eleven (11) Entry Periods, each with one respective National Prize Pool consisting of all eligible entries into the Sweepstakes, and one respective Regional Prize Pool consisting solely of eligible entries from the fifteen (15) regions identified below. Your Entry must be received within the dates of each Entry Period in accordance with the deadlines in the chart below. Entries will not be acknowledged or returned. Entries become the property of Sponsor.

<u>Entry Period</u>	<u>Start Date of Entry Period at 12:00:00 AM PT</u>	<u>End Date of Entry Period at 11:59:59 PM PT</u>	<u>Drawing Date – National Prize Pool 1 (1 National Winner per Entry Period)</u>	<u>Drawing Date – Regional Prize Pool 2 (15 Regional Winners per Entry Period)</u>
<u>Entry Period 1</u>	<u>10/1/2021</u>	<u>10/7/2021</u>	<u>10/8/2021</u>	<u>10/8/2021</u>
<u>Entry Period 2</u>	<u>10/8/2021</u>	<u>10/14/2021</u>	<u>10/15/2021</u>	<u>10/15/2021</u>
<u>Entry Period 3</u>	<u>10/15/2021</u>	<u>10/21/2021</u>	<u>10/22/2021</u>	<u>10/22/2021</u>
<u>Entry Period 4</u>	<u>10/22/2021</u>	<u>10/28/2021</u>	<u>10/29/2021</u>	<u>10/29/2021</u>
<u>Entry Period 5</u>	<u>11/5/2021</u>	<u>11/11/2021</u>	<u>11/12/2021</u>	<u>11/12/2021</u>
<u>Entry Period 6</u>	<u>11/12/2021</u>	<u>11/18/2021</u>	<u>11/19/2021</u>	<u>11/19/2021</u>
<u>Entry Period 7</u>	<u>11/19/2021</u>	<u>11/25/2021</u>	<u>11/26/2021</u>	<u>11/26/2021</u>
<u>Entry Period 8</u>	<u>11/26/2021</u>	<u>12/2/2021</u>	<u>12/3/2021</u>	<u>12/3/2021</u>
<u>Entry Period 9</u>	<u>12/3/2021</u>	<u>12/9/2021</u>	<u>12/10/2021</u>	<u>12/10/2021</u>
<u>Entry Period 10</u>	<u>12/10/2021</u>	<u>12/16/2021</u>	<u>12/17/2021</u>	<u>12/17/2021</u>
<u>Entry Period 11</u>	<u>12/17/2021</u>	<u>12/25/2021</u>	<u>12/26/2021</u>	<u>12/26/2021</u>

Limit: (1) Entry per Entry Period per person/email address regardless of method of entry. Non-winning entries will not roll over to subsequent Entry Period(s). Any person, who attempts to participate by using multiple methods of Entry, multiple email addresses, multiple identities, or by using any device or artifice to participate in violation of the terms stated in these Official Rules, may be disqualified by Sponsor in its sole discretion. All entries must be received during each Entry Period by 11:59:59 PM PT on the end date of such respective Entry Period. An entry that is sent after the Sweepstakes End Date on 11:59:59 PM PT on December 25, 2021 will be disqualified, and that entry attempt will not be eligible for any of the random drawings.

Any use of robotic, repetitive, automatic, programmed or similar participation methods or agents will void such participation in the Sweepstakes. In the event of a dispute over who an Entry corresponds to, the authorized account subscriber of the cellular account used to enter the Sweepstakes (or the authorized account subscriber or owner of the email address) as of the actual time that such information was received by Administrator, will be deemed to be the entrant. The “authorized account subscriber” is defined as the natural person who is assigned the cellular telephone number (or email address) by the cellular telephone network associated with the cellular phone number (or by the internet service provider associated with the email address) used to enter the Sweepstakes. Administrator may require an entrant to show proof of being the authorized account subscriber. Sponsor or Administrator are not responsible for cellular carrier or cell tower glitches or outages that result in the non-receipt of any entrant’s attempts. Sponsor or Administrator are not responsible for Entries that are garbled, corrupted, or otherwise unascertainable or incomprehensible. Entrants

may be required to indicate their acceptance to the Official Rules where indicated at the time of Entry; provided, however, that any entrant's participation in the Sweepstakes constitutes, and is deemed, such entrant's full and unconditional agreement to the Official Rules and any and all decisions of Sponsor and Administrator, which are final and binding in all respects. All entrants agree to waive any right to claim ambiguity in the Sweepstakes and/or these Official Rules.

5. WINNER SELECTION AND NOTIFICATION.

Winner Selection: There will be a total of one hundred and seventy-six (176) winners during the Sweepstakes Period as described in the charts below. For each of the eleven (11) Entry Periods there will be one (1) National Winner and (15) Regional Winners.

Winners will be determined by a random drawing conducted by Administrator, on the dates described in the charts below from all eligible entries. Non-winning entries from any Entry Period will NOT roll over to any subsequent Entry Period. All decisions of Sponsor and Administrator are final and binding. All Entries are subject to verification, confirmation, and compliance with the Official Rules. Odds of winning depend upon the number of eligible Entries received in accordance with the deadlines associated with that Entry Period, and Entrant's state of residence as provided in Entrant's Entry. Limit: one (1) winner per household for the Sweepstakes regardless if he/she is deemed a winner in part of the national drawing pool or regional drawing pool.

This Sweepstakes is comprised of two (2) prize pools per Entry Period:

- 1) National Prize Pool
- 2) Regional Prize Pool, consisting of fifteen (15) different regional prize pools as determined by the entrant's state of residence. See a list of the regions and number of prizes allocated to each region below.

National Prize Pool will have a total of eleven (11) National Winners throughout the Sweepstakes. One (1) National Winner will be randomly drawn on each respective date in the chart below.

Date of random drawing for National Prize Pool 1 winner(s)	# of Winners
10/8/2021	1
10/15/2021	1
10/22/2021	1
10/29/2021	1
11/12/2021	1
11/19/2021	1
11/26/2021	1
12/3/2021	1
12/10/2021	1
12/17/2021	1
12/25/2021	1

Regional Prize Pool will have a total of one hundred sixty-five (165) Regional Winners. There will be one (1) winner for each of fifteen (15) Regions for each of the eleven (11) Entry Periods, for a total of fifteen (15) Regional Winners for each respective Entry Period. Each Region will have eleven winners total during the Sweepstakes Period.

Date of random drawing for regional winners (Regional Prize Pool 2)	# of Winners (one per Region)
10/8/2021	15
10/15/2021	15
10/22/2021	15
10/29/2021	15
11/12/2021	15
11/19/2021	15
11/26/2021	15
12/3/2021	15
12/10/2021	15
12/17/2021	15
12/26/2021	15

The fifteen (15) Regions are:

Region	Total number of Regional winners during the Sweepstakes Period
Alabama	11
Arizona	11
California	11
Colorado	11
Connecticut	11
Delaware	11
Kentucky	11
Massachusetts	11
Michigan	11
Nevada	11
New Jersey	11
New York	11
North Carolina	11
Texas	11
Washington	11

Winner Notification: Sponsor or Administrator will attempt to notify each potential winner (“Potential Winner”) via email on or about the draw dates provided in the chart above. Potential Winner must respond within two (2) days of notification attempt. Failure to respond to notification as directed within the stated time will result in forfeiture of the prize. Awarding of any prize is subject to verification of Potential Winner’s eligibility and full compliance with these Official Rules. The Potential Winner will be required to complete, sign and return an

Affidavit of Eligibility and a Liability/Publicity Release Form ("Affidavit and Release") within two (2) days of receiving the Affidavit and Release from Sponsor or Administrator. Failure to return the signed Affidavit and Release within two (2) days following the date of delivery thereof may result in forfeiture of the prize. If any Potential Winner cannot be contacted as specified above, or if Potential Winner fails to return the signed Affidavit and Release by the deadline specified above, or if a Potential Winner is deemed ineligible for any other reason in Sponsor or Administrator's sole discretion, the Potential Winner will be disqualified and an alternate winner may, at Sponsor or Administrator's sole discretion, be randomly selected in his/her place from among all remaining eligible Entries, time permitting.

- 6. PRIZE(S) AND APPROXIMATE RETAIL VALUE ("ARV").** There will be eleven (11) National Grand Prizes and one hundred sixty-five (165) Regional Grand Prizes (each a "Grand Prize"). Each Grand Prize will consist of two (2) tickets (one (1) for winner and one (1) guest, each over 21 years of age) to three (3) separate NHL® Games, as determined in Sponsor's sole discretion for games based in the U.S. The ARV of each Grand Prize is \$576.00. Total ARV all the Grand Prizes to be awarded in this Sweepstakes is \$101,376. The NHL Entities are not associated with nor are sponsors of this Sweepstakes. Tickets are subject to the terms set by the issuer. Alcohol is not included as part of any prize. Prize will be sent to address provided by winner, after winner is verified and returns the completed Affidavit and Release. No PO boxes permitted. Unclaimed or returned prizes will not be awarded. Prize winner and his/her guest (each aged 21 or older) must attend the NHL® games on the dates as specified by Sponsor or Administrator. Travel and hotel are not part of the prize. Sponsor and the Administrator are not responsible for any legal, or other restrictions on winner's use of the prize.

Sponsor cannot guarantee that prize winner and/or guest(s) will not become infected with COVID-19 in connection with acceptance of the prize, which includes travel. Traveling could increase prize winner's and/or guest(s)' risk of contracting COVID-19. By participating in the prize, each of prize winner and guest(s) acknowledges the contagious nature of COVID-19 and voluntarily assumes all risks that he/she may be exposed to or infected by COVID-19 in connection with prize and that such exposure or infection may result in personal injury, illness, permanent disability, and death. Prize winner and guest(s) acknowledge that the Released Parties (as defined below) are not responsible for any expenses incurred should they be quarantined or become ill before, during or after their trip. Prize winner and guest(s) are solely responsible for taking any and all precautions to avoid contracting COVID-19.

Incidental expenses and all other costs and expenses which are not specifically listed as part of the prize in these Official Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded prize are solely the responsibility of the winner. If any part of the prize becomes unavailable for any reason, Sponsor will not be responsible to award that part of the prize. Winner is solely responsible for any and all applicable fees and taxes associated with receipt and use of the prize. PRIZE IS AWARDED "AS IS," "WHERE IS," WITH NO WARRANTY OR GUARANTEE EXPRESS OR IMPLIED. Prize is nonassignable, nonsubstitutable, and nontransferable. Notwithstanding the foregoing, Sponsor may, at its sole discretion, substitute cash or a prize of equal or greater monetary value. Winner will receive an IRS Form 1099-MISC for the ARV of the prize.

- 7. EVENT CONDUCT.** Winner's and his/her guest's conduct will be under the supervision of Sponsor or Administrator and its event representatives ("Event Staff") whose decisions are final and binding in all aspects relating to the event. Winner and his/her guest may be removed from event premises at the sole discretion of the Sponsor, Administrator, or Event Staff for any reason at any time, including but not limited to the advice of the Event Staff, creating an unauthorized disturbance, interruption or unnecessarily rough physical contact, or for any unhealthy, unlawful, unsafe, or inappropriate act. If winner or guest who in the opinion of the Sponsor, Administrator, or Event Staff is considered a physical or mental threat to the well-being of any person, he/she may be removed from the event premises. Any act performed by winner or guest defined by federal, state or local statute or ordinance as constituting a criminal act may result in removal from event premises. At the sole discretion of the Sponsor, Administrator, and Event Staff, if winner or guest uses profanity, or demonstrates any lewd or sexually-suggestive gestures or full or partial nudity, the Sponsor, Administrator and/or Event Staff shall have the right to remove that individual from event premises. At the sole discretion of the Sponsor, Administrator and Event Staff, if winner or guest creates the potential for death, disability, injury and/or property damage during the event, the Sponsor, Administrator and/or the Event Staff, shall have the right to remove that individual from event premises.
- 8. INTERNET.** If for any reason this Sweepstakes cannot be executed as planned, including but not limited to infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsor reserves the right to cancel, suspend, terminate or modify the Sweepstakes.
- 9. LICENSE TO ENTRY.** By submitting an Entry, you irrevocably grant Sponsor and its designated agents the royalty-free right throughout the world in perpetuity to use, re-use, copy, publish, copyright, republish in whole or in part, edit, add to, modify, and rearrange the Entry in whatever media now known or hereafter developed, for use in the advertising and promotion of Sponsor and Sponsor's products without further permission, approval, consideration or payment to the you, except where prohibited by law. You agree to sign any document requested by Sponsor to further confirm this license.
- 10. LIMITATIONS OF LIABILITY AND RELEASES.** No liability or responsibility is assumed by Sponsor from entrant's participation in, or attempt to participate in, the Sweepstakes. Sponsor is not responsible for any typographical errors in the information provided by entrants, or in the announcement of prizes or these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision herein. Should any provision of the Official Rules be deemed unenforceable or invalid, the other provisions of the Official Rules shall remain in full force and effect. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor and/or Administrator. All such Entries are subject to verification. By entering or otherwise participating in the Sweepstakes and/or accepting any prize, each entrant hereby fully and unconditionally agrees to be bound by these Official Rules and the decisions of Sponsor and Administrator, or their respective designated agents, which are final and legally binding in all respects, and agrees to waive any right to claim any ambiguity in these Official Rules. The

entrant also agrees to assume all risk of loss, damage, destruction, delay or misdirection of materials and mail submitted to or from Sponsor or Administrator, and further agrees that all prizes are awarded upon the condition that Sponsor, Administrator, NHL Entities, and any of their respective parent companies, subsidiaries, officers, directors, partners, principals, partnerships, employees or agents (collectively, the "Released Parties") shall have no liability whatsoever, and each entrant agrees to release, indemnify and hold harmless the Released Parties for, any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or use/misuse of any prize, or participation in this Sweepstakes or participation in any Sweepstakes-related activities and further acknowledges that said Released Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any prize awarded in connection with the Sweepstakes.

In such event, Sponsor, at its discretion, may select winner from the eligible, non-suspect Entries fulfilling the applicable eligibility requirements prior to the event requiring termination, cancellation or suspension of this Sweepstakes. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors, including in the Official Rules. The Released Parties are not responsible for hardware or software failures of any kind, traffic congestion in any networks, or towers, or any combination thereof, lost network connections, incomplete, garbled or delayed transmissions, whether caused by Sponsor, users, or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by technical or human error which may occur and/or which may damage Sponsors' ability to receive or store Sweepstakes data, or which may damage an entrant's system in connection with the selected method of entry, or which may otherwise limit any entrant's ability to participate and/or redeem the prizes in the Sweepstakes. In the event that any entrant's entry attempt is not successfully received by Sponsor, that entrant's sole remedy shall be to attempt to enter the Sweepstakes once again during the Sweepstakes Period. Sponsor and Administrator reserve the right at its sole discretion, to disqualify any individual who tampers with the Sweepstakes, or the operation of the Sweepstakes, or who enters using any automatic or programmed entry duplication method, violates these Official Rules, or otherwise engages in fraudulent or offensive conduct with respect to this Sweepstakes.

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

By accepting the prize, the winner agrees that Sponsor may use any and all such winners' names, cities and/or states of residence, statements, likeness, voice, photograph and/or biographical information, without limitation, for promotional purposes relating to the Sweepstakes, in any media or format, whether now known or hereafter developed, including but not limited to the Internet, worldwide, in perpetuity, without further consideration or payment, where permitted by law. Should winner make any false statement in any document referenced herein, the winner will be required to promptly return to Sponsor the awarded prize(s) received.

- 11. GOVERNING LAW & JURISDICTION.** Except where prohibited, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant, Sponsor, Administrator, the NHL Entities, and their respective agents shall be governed by and construed exclusively in accordance with the laws of the state of California without giving effect to any principles of conflicts of law of any jurisdiction. Entrants agree that any action at law or in equity arising out of or relating to this Sweepstakes, or awarding of the prize, shall be filed only in the state courts with jurisdiction over Stanislaus County, California or in federal courts in the Eastern District of California, and the entrants hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.
- 12. NO TWITTER/FACEBOOK/INSTAGRAM ASSOCIATION.** This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter, Facebook or Instagram. You understand that you are providing your information to Sponsor, not to Twitter, Facebook or Instagram. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not to Twitter, Facebook or Instagram.
- 13. PRIVACY.** Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Sweepstakes solely for the purposes of administering the Sweepstakes and fulfilling the prize, and by entering this Sweepstakes you consent to the collection, use, disclosure and management of your personal information for said purposes. All personal information that entrants submit will be subject to Sponsor's privacy policy. In the event of any discrepancy between Sponsor's privacy policy and these Official Rules, the privacy policy will govern and control. For a copy of Sponsor's complete online privacy policy please visit <http://www.gallo.com/legal/privacy>.
- 14. WINNERS NAMES AND OFFICIAL RULES.** For the name (first initial and last name) and city of residence of the winners (must be received by 01/17/2022), send an email to info@newamsterdampromotions.com. Include the name of this Sweepstakes "New Amsterdam Vodka NHL® OND Sweepstakes" and specify "Winners List" or "Official Rules" in the subject line.

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ABBREVIATED RULES.

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of the 50 United States (excluding Utah) and the District of Columbia who are 21 or older at the time of entry during the applicable Entry Period. Void where prohibited. Regional Sweepstakes drawings: Open to legal residents of AL, AZ, CA, CO, CT, DE, KY, MA, MI, NC, NJ, NV, NY, TX and WA who are 21 or older at the time of entry during the applicable Entry Period. Starts at 12:00:00 AM PT on 10/1/21 and ends at 11:59:59 PM PT on 12/25/21. To enter visit: www.newamsterdamvodka.com and follow the instructions to complete and submit the entry. Subject to Official Rules. To receive a copy of the Official Rules, send an email with the name of this Sweepstakes, "New Amsterdam Vodka NHL® OND Sweepstakes" in the subject line and "Official Rules Request" to info@newamsterdampromotions.com. Sponsor: E. & J. Gallo Winery.