

KORBEL TOAST LIFE SWEEPSTAKES 2011

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. YOU MUST HAVE INTERNET ACCESS AND/OR MOBILE TELEPHONE SERVICE WITH TEXTING CAPABILITIES PRIOR TO THE START DATE OF THE SWEEPSTAKES. MUST BE OF LEGAL DRINKING AGE. OPEN TO LEGAL RESIDENTS OF TEXAS ONLY.

ELIGIBILITY: You must be a legal resident of Texas who is twenty-one (21) years of age or older at the time of entry. Winners of previous WFAA-TV contests or sweepstakes are not eligible to win another Belo Corp. contest or sweepstakes within a 90-day period. Void where prohibited by law.

Employees, temporary employees, independent contractors and interns of WFAA-TV, Belo Corp., Brown-Forman Corporation, beverage alcohol licensed wholesalers, retailers and each of their respective subsidiaries, affiliates, parents, partners, other sweepstakes sponsors, advertising and promotional agencies (hereinafter "Sweepstakes Providers") and the immediate family members of each, and any persons living with, any such employees are not eligible to enter or to win. The term "immediate family members" includes spouses, parents, grandparents, siblings, children, and grandchildren.

HOW TO ENTER: There are two methods for entry: (1) You may enter Online: Logon and follow all instructions listed at BigDNYE.com/Korbel, observing all posted deadlines (see DEADLINES below).OR (2) You may enter by texting 'NYE' to 48411, observing all posted deadlines. MULTIPLE ENTRIES BY THE SAME PERSON, INCLUDING THOSE MADE ELECTRONICALLY BY ONE PERSON USING ONE OR MORE E-MAIL ACCOUNTS OR CELL PHONE NUMBERS, WILL RESULT IN DISQUALIFICATION. Charges for text messaging may apply on your cell phone as a result of entering the contest. Text messaging charges vary by carrier. Check with your individual carrier for your individual rate plan. ALL ENTRIES MAY CONTAIN A MAXIMUM OF 155 CHARACTERS AND MUST BE SUBMITTED IN ENGLISH. SUBMISSION OF A TOAST IS NOT A REQUIREMENT IN ORDER TO WIN. YOU MAY SUBMIT A TOAST MORE THAN ONCE.

Text entries will receive a bounce back that says *"Big D NYE: Thanks for your toast! To confirm eligibility for the sweepstakes please provide your birth date. (Ex: mm/dd/yyyy) Msg&data rates may apply."* Entrants who ARE 21+ will receive a second bounce back confirming their entry as follows: *"Big D NYE: Congratulations! You have been entered into the Korbel Toast Life Sweepstakes. Visit www.bigdnye.com for details."* Entrants who ARE NOT 21+ will receive the following bounce back *"Big D NYE: Sorry. You do not meet the age requirements for this sweepstakes. Your toast may still be shown on the screen at BIG D NYE!"*

DEADLINES: The sweepstakes begins at 12:00 a.m. CST on December 15, 2011 and ends at 12:30 a.m. CST on January 1, 2012.

No submissions will be accepted after the deadline for any reason. The sole determinant of time for the purposes of the on-line entries will be Belo's server machine(s) located in the Central Standard Time (CST) zone. The sole determinant of time for the purposes of the text messaging entries will be when the message is received by Belo's partner. Entrants entering close to the posted deadline do so with this information in mind.

No responsibility is assumed by WFAA-TV, wfaa.com, Belo Corp., and Brown-Forman/Korbel California Champagne or their respective subsidiaries, parents, or partners for late, misdirected, or illegible entries or for any computer, online, telephone or technical malfunctions that may occur. Entries will be declared made by the authorized account holder of the e-mail address or cell phone number submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address or cell phone number by an Internet access provider, online service provider, authorized cellular communications company, or other organization (e.g. business, educational institution, etc.), that is responsible for assigning e-mail addresses or cell phone numbers associated with the submitted e-mail address or cell phone number. All entries become the property of Sweepstakes Providers and will not be returned to the Entrant. All e-mail entries or text message entries must be submitted from a valid e-mail account or cell phone account that may be identified with a natural person by appropriate independent means. Potential winner may be requested to provide Sweepstakes Providers with proof that the potential winner is the authorized account holder of the e-mail address or cell phone number associated with the winning entry.

ODDS OF WINNING: Odds of winning depend on the number of eligible entries received.

PRIZES:The following prize(s) will be awarded:

ONE (1) GRAND PRIZE WINNER WILL BE AWARDED THE FOLLOWING PRIZES:

Trip for two to the Korbel Winery:

- American Airlines Gift Card towards airfare from DFW International Airport to

San Francisco International Airport \$800.00

- Budget Gift Certificate towards 3-day car rental picked up and returned at

San Francisco International Airport \$200.00

- A Russian River Wine Country Getaway: Visit includes a behind the scenes

VIP tour of the historic Korbel Champagne Cellars and special tasting of

America's number one premium methode champenoise California champagnes,

a complimentary lunch (\$20 maximum per person) with champagne at the

Korbel Gourmet Delicatessen, plus a Two night stay with full breakfast each

morning at the gorgeous Applewood Inn Resort, a short drive from the

winery in Guerneville, California. \$1,000.00

TOTAL ARV OF GRAND PRIZE WINNER PACKAGE: \$2,000.00ARV

Grand Prize Winner and Travel Companion must complete travel by December 31, 2012 or else it shall be forfeited in its entirety and Sweepstakes Provider shall have no further obligation to Winner. Holiday periods excluded. Dates subject to availability. Thirty day advanced scheduling required. No substitutions,

partial acceptance, transfer of prizes or cash redemptions permitted by Grand Prize Winner. Grand Prize Winner and his/her travel companion (who must be a legal resident of the United States, age 21 years or older) (the "Travel Companion") must travel together on the same itinerary and are solely responsible for obtaining all necessary travel documents. All travel arrangements must be made through Sweepstakes Providers' agent on a carrier of Sweepstakes Providers' choice. Sweepstakes Providers reserve the right to substitute a prize of equal or comparable value in the event a described prize, or any portion thereof, is unavailable for any reason whatsoever. Grand Prize Winner is responsible for all costs and expenses not expressly provided for above, including, without limitation, travel to and from DFW Airport, meals, incidentals, ground transportation, souvenirs, tips, telephone calls, parking or other personal expenses or hotel charges incurred during the Trip. Prizes are non-transferable and may not be redeemed for cash. By participating in the sweepstakes and accepting a prize, participants and winners will be deemed to agree to these Rules. Winner is responsible for all applicable federal, state, and local income and any other taxes, fees and surcharges. An IRS Form 1099 will be issued for all prizes with a retail value in excess of \$600. Sweepstakes Providers reserve the right to substitute a prize of equal or greater value.

WINNER SELECTION: The Winner will be selected by a random drawing from qualified entries on or about January 5, 2012 at WFAA-TV, 606 Young Street, Dallas, TX 75202. Winner selection will be made by Sweepstakes Providers, whose decision shall be final. The winner will be notified beginning January 6, 2012. If an online entry, winner will be notified by e-mail or phone on or near the date specified. If a text entry, winner will be notified by text. If a winner is unreachable by January 12, 2011 at 12:00 p.m., an alternate winner will be selected by a random drawing from the remaining qualified entries. Winners will be considered unreachable if contest- participation confirmation has not been received either verbally or in writing by Thursday, January 12, 2011 at 12:00 p.m. In order to be named a winner, the winner will be required to execute and return an Affidavit of Eligibility/Prize Acceptance Form/Release of liability upon accepting prize. Noncompliance will result in disqualification and an alternate winner will be selected. In order to travel with the Grand Prize Winner, the Winner's Travel Companion must execute an affidavit of eligibility/ release of liability.

USE OF SWEEPSTAKES INFORMATION: By entering the sweepstakes, participants grant permission to Sweepstakes Providers to broadcast his or her entry on air, use his or her name, photograph, likeness, voice, prize information and/or biographical information for publicity and promotional purposes without future compensation unless prohibited by law.

Notwithstanding any contrary provision in any of Sweepstakes Providers' respective privacy policies, Participants grant to Sweepstakes Providers, and Sweepstakes Providers reserve, the right to use all information related to the Sweepstakes, including information provided by Participants in connection with the Sweepstakes, for marketing purposes or any other purpose, unless prohibited by law. Participants may be required to sign a release, which grants to Sweepstakes Providers the right to use and publish their proper name and state of residence online or in any other media in connection with the Sweepstakes. ***By entering, participants release and hold harmless Sweepstakes Providers, their respective parents, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, loss or damages of any kind arising from or in connection with the Sweepstakes or any prize won.*** Restrictions, conditions and limitations apply.

CONDUCT: By entering the Sweepstakes, you agree to be bound by the Official Rules. The Official Rules will be posted at [http:// www.bigdnye.com/korbel](http://www.bigdnye.com/korbel) throughout the Sweepstakes. Participants further agree to be bound by the decisions of the Sweepstakes Providers, which shall be final and binding in all respects. Sweepstakes Providers reserve the right at their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Web site; or to be acting in violation of the Official Rules.

You agree that in your participation in the Sweepstakes you will not use obscene, libelous or slanderous language, or language that infringes upon a third party's trademark, trade name or other intellectual property right or right of privacy. You agree to indemnify and hold harmless WFAA-TV, Belo Corp., Brown-Forman Corporation, Korbelt California Champagne and its franchisees and their respective subsidiaries, parents, partners, or other sweepstakes sponsors, officers, consultants, agents, and employees against and from all claims, damages liabilities, costs and expenses asserted by third parties alleging that the Sweepstakes includes obscenity, libel, slander, or infringes upon the third party's intellectual property or privacy rights, as a direct result of your actions in connection with the Sweepstakes. You further agree to not knowingly damage or cause interruption of the Sweepstakes or to prevent others' participation in the Sweepstakes.

CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE BELO WEB SITES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SWEEPSTAKES PROVIDERS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.

LIMITATIONS OF LIABILITY: Winners assume liability for losses or injuries caused or claimed to be caused by participating in the Sweepstakes, or by the acceptance, possession, use of, or failure to receive any prize. Sweepstakes Providers are not responsible: (i) for any lost, late, illegible, incomplete entries; or (ii) for any incorrect or inaccurate information in the Sweepstakes Rules or by any technical or human error that may occur in the processing of submissions in the Sweepstakes. Sweepstakes Providers assume no responsibility for an error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction of authorized access to, or alteration of, entries. Sweepstakes Providers are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of e-mail or players on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in the Sweepstakes. If the Sweepstakes is not capable of running as planned for any reason, including legal restrictions, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sweepstakes Providers that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sweepstakes Providers reserve the right to cancel, terminate, modify or suspend the Sweepstakes.

RULES / WINNERS LIST: Official Rules and the name of the winner may be obtained by sending a self addressed, stamped #10 envelope to: WFAA-TV, 606 Young Street, Dallas, TX 75202, Attention: Rich Goff. Indicate "Korbelt Toast Life Sweepstakes Rules Request" or "Korbelt Sweepstakes Winners List" on the outside of the envelope as applicable. Limit one (1) request per envelope. The request must include the name of the sweepstakes. Winners List will be available 5 days after the winners are confirmed. Questions regarding this sweepstakes may be addressed to: Rich Goff, WFAA-TV, and 606 Young Street, Dallas, TX 75202.

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GENERAL CONDITIONS: This Sweepstakes is subject to all federal, state, and local laws and regulations and is void where prohibited by law.

SWEEPSTAKES PROVIDER:

WFAA-TV

SPONSOR:

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Producers of fine California méthode champenoise champagnes for 127 years.
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