

These are the official rules of the 2008 Poster Contest sponsored by North Shore Distillery, LLC (the "Contest"). By submitting an entry for this Contest, you agree to abide by these Official Rules and the decisions of North Shore Distillery, LLC (the "Sponsor," also referred to below as "NSD," "we," "us," or "our"), which will be final and binding on all matters pertaining to this Contest. This Contest is subject to all applicable federal, state, and local laws and is void where prohibited. No purchase is necessary to enter or win.

**1) CONTEST DESCRIPTION.** The object of this Contest is to gather submissions of an original artistic poster promoting North Shore Distillery, LLC and/or one of our regular products (Sirène Absinthe Verte, Distiller's Gin No. 6, Distiller's Gin No. 11, Aquavit Private Reserve, or North Shore Vodka). For purposes of this Contest, a poster design you create and submit in the Contest will be called your "entry."

**2) ELIGIBILITY.** This Contest is open to any resident of Illinois who is twenty one years of age or older at the time of entry, and who is an amateur artist, graphic artist or designer. Professional artists, and employees of North Shore Distillery, LLC, and its distributors and agents, as well as their immediate family members, are not eligible.

**3) START AND END DATES.** The Contest begins at 12:00:01 A.M. Central Time ("CT") on October 1, 2008 and ends at 11:59:59 P.M. CT on November 15, 2008. All entries must be received during this period to be eligible; any entries received after the deadline will not be considered for judging.

**4) ENTRY REQUIREMENTS.** In order to be eligible for judging, an entry must meet the following requirements, and you must satisfy the rest of the Official Rules:

- It must be original, must not have been previously published, must not have won any previous awards, and must have been created and be owned exclusively by you.
- You must have permission from all recognizable persons featured in any photograph (and they must not include a minor under the age of 21), as well as permission from the owner(s) of any copyrighted or trademarked materials visible in the poster design.

Entries must not contain any content that is harmful or objectionable in any way, as determined by us, in our sole and absolute discretion. NSD reserves the right to modify or reject any entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

**5) HOW TO SUBMIT YOUR ENTRY.** To enter, you must comply with the submission options outlined on the official Contest website, located on NSD's website at <http://www.northshoredistillery.com/postercontest.htm>. You must submit a reviewable version of your design, whether using the electronic submission or traditional submission method.

Along with your entry, you must submit your name, age, address, city, state, zip code, phone number and email address. If you are entering as a group of individuals, you will need to include this information for each member of your group.

Each person may submit up to five unique entries. Additional entries received after the first five from any person will be disqualified.

Lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, and/or garbled entries as well as entries generated by any script, macro, or other automated means will be disqualified.

**6) JUDGING THE ENTRIES.** Winners will be selected on or around November 4, 2008. All valid entries will be judged and scored by a panel of judges selected by the Sponsor, based on the following criteria:

- Creativity
- Originality
- Reproducibility/Usability
- Marketing potential

The entries that receive the two highest scores, as determined by the judges in their sole discretion, will be declared the potential winners for the applicable prize level.

No more than one prize will be awarded to any entrant or group. Please note that if the winner is a group of individuals, than the group will share the prize, and all group members will be required to comply with the eligibility verification process described above.

Sponsor reserves the right to grant no awards, or to award fewer than the stated number of prizes, or a reduced award, if in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. The decisions of the judges are final on all matters relating to the Contest and no correspondence will be entertained.

**7) OTHER TERMS & CONDITIONS.** By submitting an entry, you agree that NSD will have the right (without limitation or further compensation to you) to edit, adapt, modify, reproduce, publish, promote, display and otherwise use your entry in any way it sees fit, including the right to publish your entry online and in print. If you are a winner and accept the prize, you agree to cooperate with NSD in providing files and/or other relevant tools to assist NSD in using your poster design.

If you are a winner and accept the prize, you agree that NSD will have the right to use your name, city and state of residence, voice, likeness, and/or photograph for advertising and promotion purposes, in any and all media now or hereafter known worldwide in perpetuity, without additional compensation, notification, or permission, unless prohibited by law.

By submitting your entry, you acknowledge that you understand that NSD may receive many entries under this Contest, and that those entries may be similar in theme, idea, or other respects to your entry. You waive any claims that any entries reviewed by NSD may be similar to your entry.

**8) WINNER NOTIFICATION.** If you are determined to be a potential winner,

- You will notified through an electronic message sent to the email address used in your original submission; and
- You may be required to sign and return an Affidavit of Eligibility/Liability/Publicity release, unless prohibited by law, within ten (10) days of date of prize notification.

If you are a potential winner and you (i) do not reply to such prize notification or any prize notification is undeliverable, (ii) do not return the Affidavit of Eligibility/Liability/Publicity

release completed and signed within ten (10) days of date of prize notification, or if you (iii) are not otherwise in compliance with these Official Rules, you will be disqualified and, we may, at our discretion, notify a runner-up.

**9) PRIZE.** The prizes available in this Contest are as follows:

- *Grand prize:* The first place winner will receive a check for \$500.00.
- *Second prize:* The second place winner, if any, will receive a check for \$250.00.

If you are a winner:

- You may not transfer your prize to someone else. If you do not wish to or cannot accept the prize, it will be forfeited and we may, at our discretion, award it to a runner-up; and
- You are responsible for all federal, state, and local taxes (including income and withholding taxes) as well as any other costs and expenses associated with accepting and/or using the prize that are not specified herein as being part of the prize award.

**10) LIMITATIONS OF LIABILITY.** NSD is not responsible for any liability, loss, cost, damage, or injury incurred by entrants or any other persons arising out of or in connection with the Contest.

**11) GENERAL CONDITIONS.** This Contest is governed by Illinois law. You agree that the jurisdiction and venue for the handling of any disputes or actions arising out of this Contest will be in the courts of the State of Illinois without giving effect to any choice of law or conflict law rules (whether of the State of Illinois or any other jurisdiction) which would cause the application of laws of any jurisdiction other than the State of Illinois.

If, for any reason, the Contest is not capable of running as planned for any reason, including, without limitation, the reasons set forth above, we reserve the right at our sole discretion to cancel, terminate, modify or suspend the Contest (or portion thereof). If Contest (or portion thereof) is cancelled or terminated, we may, at our sole discretion, determine the winners of this Contest.

**12) WINNERS LIST and SPONSOR.** Winners will be posted on the Contest Web Site by November 25, 2008, and will remain posted for at least 30 days. If you would like to receive a printed listing of winners, and/or of the Official Rules, please write to the sponsor at North Shore Distillery, LLC, PO Box 279, Lake Bluff, IL 60044.