

OFFICIAL RULES

Parmigiano Reggiano "The Face of Greatness"

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. RESTRICTIONS APPLY.

1. This Sweepstakes is open to those aged 18 and over who are legal residents of the New York Designated Market Area ("DMA") (see Appendix 1 for list). Employees, officers and directors of the Sponsor, its agents, administrators and creative entities, and anyone professionally associated with this Sweepstakes, and anyone residing in the household of any of the foregoing (whether related or not) are excluded from entering.
2. This Sweepstakes is void where prohibited by law.
3. No purchase necessary; however, internet access and email address are required.
4. Sweepstakes Period: Enter between 08:00:00 AM ET on October 17, 2025 and 11:59:59 PM ET on December 12, 2025 inclusive.
5. **To Enter:** Scan the QR code on promotional material or visit www.parmigianoreggiano.com/the-face-of-greatness and complete the online form to provide your details (full name, and email address) alongside uploading a selfie of your face to be entered into the Sweepstakes.
6. **Further Entry Details:**
 - a. The picture uploaded must be good quality, with a recommended minimum resolution of 1080 x 1080 px. The maximum accepted resolution is 3000 x 3000 px (images exceeding this will be automatically resized). Maximum file size is 3MB.
 - b. Moderation: The Sponsor reserves the right to reject entries which, in the reasonable opinion of the Sponsor:
 - i. are in breach of the Official Rules;
 - ii. contain any content that is offensive, harmful, objectionable or which is otherwise unsuitable for publication including with respect to race, religion, origin or gender, or which could reflect negatively upon the name, reputation or goodwill of the Sponsor or any brand partner;
 - iii. contains or refers to any unauthorised third-party brand or reference any third-party names, logos and/or trademarks;
 - iv. contains any content which has been created by an AI tool or which has been influenced by AI; or

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- v. promotes or has an association (past or present) with any political agenda.
 - c. Entrants must only upload a selfie of themselves, no other individuals should be included in the photo.
 - d. Entrants must only upload images and/or videos that do not infringe or violate the rights of any third party, including but not limited to, ownership, copyrights, trademarks, patents, logos, licensing rights, rights of publicity or privacy or any other intellectual property rights.
- 7. Maximum of 1 entry is permitted per person during the Sweepstakes Period. No person may win more than 1 Prize.
- 8. **Odds of Winning:** Your odds of winning depend on the total number of eligible entries received.
- 9. **The Prize:** There will be 1 winner. The winner will win 1 x 80lb wheel of Parmigiano Reggiano engraved with their selfie, ARV: \$1,800.
- 10. **Further Prize Details:**
 - a. It is the responsibility of the participant to provide their correct, up-to-date details when entering the Sweepstakes and/or confirming acceptance of the Prize in order for their Prize to be processed. The Sponsor cannot be held responsible for winners failing to supply accurate information which affects Prize acceptance or delivery of their Prize.
 - b. The Sponsor is not liable for any Prizes once distributed/dispatched to a winner and the Sponsor will not be responsible for any Prizes not received, broken or lost in transit.
- 11. **Winner Selection:** 1 provisional winner will be randomly selected from all valid entries received during the Sweepstakes Period. For your total confidence, the Sweepstakes will be conducted by PromoVeritas, the independent sweepstakes verification service, within 5 working days of the end of the Sweepstakes Period.
- 12. **Winner Notification:** The provisional winner will be contacted via the email address provided on entry within 5 working days of Winner Selection and will be asked to provide evidence of identity and eligibility. Reasonable efforts will be made to contact the provisional winners. Once eligibility has been confirmed, the provisional winner will be confirmed as a winner. **If the provisional winner does not respond to the initial contact within 5 days**, we reserve the right to disqualify that entrant and award the Prize to a reserve selected at random. A reserve winner may have less time to respond.

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13. Upon the request of the Sponsor, the provisional winner may be required to complete and return a Declaration of Eligibility, Waiver of Liability and, except where prohibited by applicable law, Publicity Release Forms (collectively, the "Release Forms") within 5 days after the date such Release Forms are sent to the potential winner, in accordance with the Sponsor's instructions. In the event that a provisional winner does not respond to the initial contact within 5 days or provide the Release Forms, as applicable, within the requested time period, the Sponsor reserves the right to disqualify that provisional winner. If a provisional winner is disqualified, the Sponsor reserves the right to award the Prize to a reserve winner selected in the same manner, time permitting.
14. **Prize Acceptance:** Fulfilment of the Prize will take place within 28 days of acceptance of the Prize. In the unlikely event that the Prize does not arrive within this timeframe, the winner must inform the Sponsor by emailing marketing@parmigianoreggiano.it within a further 28 days. If the winner does not do so, the Sponsor reserves the right to not reissue the Prize or limit its value at its sole discretion.
15. **Tax Obligations:** The fair market value of any prize amount valued at or over USD \$600 will be reported on IRS form 1099-misc and issued to the recipient. Tax identity information will be collected by completing IRS form W-9 for all winners of prizes awarded which are valued at or over USD \$600.
16. Failure of the Sponsor to enforce any term of these Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. In the event of any conflict with any Sweepstakes details contained in these Rules and the Sweepstakes details contained in any Sweepstakes materials (including, but not limited to, point of sale, television and print advertising, or any other Sweepstakes media), the details of the Sweepstakes as set forth in these Rules shall prevail. The Sponsor reserve the right to modify any aspect of the Sweepstakes, including these Rules, at their sole discretion.
17. **LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants and winners agree that the Sponsor and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, fulfilment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents (the "Released Parties") are, to the extent permitted by law, not responsible for:
 - a. Lost, late, incomplete, stolen, misdirected, undeliverable e-mail notifications, or postal mail;
 - b. any computer, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability;

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- c. garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion;
- d. any technical, mechanical, printing or typographical or other error;
- e. the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information;
- f. any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes;
- g. any property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any sweepstakes-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action;
- h. any and all federal, state and local taxes;
- i. entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, or otherwise not in compliance with the Rules; and
- j. for any loss (including, without limitation, indirect, special or consequential loss, punitive or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Sweepstakes or accepting or using a prize, except for any liability which cannot be excluded by law.

THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

- 18. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 19. The Sponsor seeks to run a fair and secure sweepstakes and prevent abuse and cheating. If you enter in a way that is not consistent with these Rules, your entries (and any of your associated aliases) will be disqualified. Any Prize awarded may be void and recoverable, and the Sponsor reserves the right to bar you from

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entering future sweepstakes for a period of at least six months. For this reason, the Sponsor reserves the right at any point to:

- a. Verify the eligibility of entrants and/or provisional winners by requesting such information it considers reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.
 - b. Disqualify entries that are not made directly by the individual entering the Sweepstakes.
 - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
 - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
 - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - f. Disqualify entrants who tamper with the entry process.
 - g. Disqualify entries which, in some other way, do not meet the requirements of these Official Rules.
 - h. Cancel, modify or suspend the Sweepstakes should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes.
20. The Prize is not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason the Prize or any element of the Prize is not available, the Sponsor reserves the right, at its sole discretion to substitute that Prize or element of the Prize for another of equal or greater value.
21. The Sponsor is not responsible for any undelivered messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Sweepstakes related e-mail to a spam or junk folder.
22. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as

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proof of receipt. The Sponsor does not guarantee continuous or secure access to the entry page.

23. By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Rules; (ii) to waive any rights to claim ambiguity with respect to these Rules; (iii) to the extent permitted by law, to waive all of their rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to the extent permitted by law, to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or wilful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the Sweepstakes or prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or wilful misconduct by entrant.
24. If, for any reason, the Sweepstakes is not capable of running as planned, or the integrity and or feasibility of the Sweepstakes is severely undermined by any event beyond the control of the Sponsor, the Sponsor will not be liable for any failure to comply with their obligations or any delay in performing their obligations within these Rules if an act, omission, event or circumstance occurs caused by (but not limited to) global or regional health crises, weather conditions, fire, flood, strike, hurricane, earthquake, explosion, industrial dispute, war, terrorist activity, any federal, state, provincial or local government law, order, or regulation, order of any court or jurisdiction, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God or any other circumstances beyond the reasonable control of the Sponsor (each a "Force Majeure" event or occurrence).
25. Your personal data will be handled in accordance with the Sponsor's privacy policy, available at: https://backend.parmigianoreggiano.com/uploads/Consorzio_Parmigiano_Reggiano_PRIVACY_REV_2_docx_9e7624260a_docx_ee5308fd7f.pdf
26. If any part/s of these Official Rules are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.

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27. By entering, you will be deemed to have agreed to be bound by these Official Rules.
28. If there is a discrepancy between these Official Rules and those in any sweepstakes material, these Official Rules will prevail.
29. Disputes; Governing Law. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the state of New York.
30. THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgement on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in in the State of New York. The parties agree not to raise the defense of forum non conveniens.
31. WINNERS LIST: A winner list will be made available by the Sponsor 4 weeks after the close of the Sweepstakes, for a period of 8 weeks. It will be available on www.promowinners.com/the-face-of-greatness.

Sponsor: Consorzio del formaggio Parmigiano Reggiano, Via Kennedy, 18- 42124- Reggio Emilia, Italy.

Appendix 1:

County	State
Hudson	New Jersey
Monroe	New Jersey
Pike	New Jersey
Warren	New Jersey
Sussex	New Jersey
Hunterdon	New Jersey

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Mercer	New Jersey
Ocean	New Jersey
Somerset	New Jersey
Monmouth	New Jersey
Middlesex	New Jersey
Union	New Jersey
Essex	New Jersey
Bergen	New Jersey
Passaic	New Jersey
Morris	New Jersey
Fairfield	Conneticut
New Haven	Conneticut
Middlesex	Conneticut
Hartford	Conneticut
Litchfield	Conneticut
New York	New York
Bronx	New York
Kings	New York
Queens	New York
Richmond	New York
Nassau	New York
Suffolk	New York
Westchester	New York
Rockland	New York
Orange	New York
Putnam	New York
Dutchess	New York
Ulster	New York
Sullivan	New York
Columbia	New York
Greene	New York
Delaware	New York
Broome	New York
Tioga	New York
Chemung	New York
Schuyler	New York
Tompkins	New York
Cortland	New York
Chenango	New York
Otsego	New York
Schoharie	New York
Albany	New York
Rensselaer	New York
Washington	New York

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Schenectady	New York
Saratoga	New York
Fulton	New York
Montgomery	New York
Herkimer	New York
Madison	New York
Cayuga	New York
Seneca	New York
Onondaga	New York
Oswego	New York
Oneida	New York
Jefferson	New York
Lewis	New York
St Lawrence	New York
Franklin	New York
Clinton	New York
Essex	New York
Warren	New York
Hamilton	New York

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