

LAVAZZA ORGANIC COLD BREW "WIN A TRIP TO ITALY" SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, WHO ARE 18 YEARS OF AGE OR OLDER (OR THE AGE OF MAJORITY IN THEIR STATE/JURISDICTION OF LEGAL RESIDENCE) WHICHEVER IS OLDER AT TIME OF ENTRY. INTERNET ACCESS REQUIRED. STANDARD DATA CHARGES MAY APPLY.

1. SWEEPSTAKES PERIOD: Lavazza Organic Cold Brew "Win a Trip to Italy" Sweepstakes (the "Sweepstakes") begins June 3, 2022 at 10:00AM Eastern Time ("ET") and ends September 30, 2022 at 5:00PM. ET (the "Sweepstakes Period").
2. ELIGIBILITY: Open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older (or the age of majority in their state/jurisdiction of legal residence, whichever is older) as of date of Entry. Employees of Lavazza Premium Coffees Corporation ("Sponsor"), Don Jagoda Associates, Inc. ("Administrator"), their respective affiliated companies, parents, subsidiaries, and advertising agencies, promotional agencies and agencies/parties engaged in the development, production and distribution of promotion materials (collectively the "Sweepstakes Entities"), and each of their respective employees, directors, officers, assigns and agents and their immediate family members (defined as parents, grandparents, spouses, siblings, children and grandchildren) and those living in the same household (whether related or not) of each are not eligible to participate or win. The information you provide will only be used in the event you are selected as a Sweepstakes winner or if you have indicated that you would like to receive additional information from Sponsor.
3. HOW TO ENTER VIA THE WEBSITE: During the Sweepstakes Period, visit <https://www.lavazzausa.com/en/ready-to-drink-italy-contest> (the "Website") and follow the instructions to complete and submit the online entry form ("Website Entry"), to be entered into the Sweepstakes.
4. HOW TO ENTER VIA FACEBOOK: Between June 13, 2022 and July 3, 2022 or August 22, 2022 and September 18, 2022, log in to Facebook (or create a free account at www.facebook.com if you do not already have one), and visit <https://www.facebook.com/LavazzaUSA>. You may enter by clicking on the Facebook Post link and follow the instructions to complete and submit the Facebook entry form ("FB Entry"), to be entered into the Sweepstakes.

Collectively, Website Entries and FB Entries will be referred to as "Entries". Limit one Entry per person, regardless of method of Entry. Any attempt by any entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, or any other methods will void that entrant's Entries and that entrant may be disqualified. By entering, you agree that you are solely responsible for all internet access and data charges that you incur. All such charges are billed by and payable to your internet or mobile service provider. Please contact your participating service provider for pricing plans, participation status and details. Entries will not be acknowledged or returned. The Sweepstakes Entities are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Entries, which will be disqualified. Any use of robotic, repetitive, automatic, programmed or similar Entry methods or agents (including, but not limited to, sweepstakes entry services to create fraudulent email addresses, and/or identities) will void all Entries by that entrant. In the event of a dispute as to any Entry, the authorized account holder of the email address used to enter will be deemed the entrant. "Authorized email account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the

submitted email address. Potential winners may be required to show proof of being the authorized account holder associated with the Entry.

5. **RANDOM DRAWING:** Three (3) Grand Prize winners and ten (10) First Prize winners will be randomly selected from all Entries received during the Sweepstakes Period, on or about October 13, 2022. Odds of winning a prize will depend upon the number of eligible Entries received during the Sweepstakes Period. Limit one prize per person/household. In the event that an insufficient number of eligible Entries are received to award all available prizes, Sponsor is not obligated to award any remaining prizes. Potential Grand Prize winners will be notified by email.
6. **PRIZES & APPROXIMATE RETAIL VALUES ("ARVs"):** Three (3) **Grand Prizes:** A nine (9)-day/eight (8) night trip for winner and one (1) travel companion to Italy. Trip includes round-trip economy air transportation from major international airport nearest winner's home to Milan, Italy and returning to major international airport nearest winner's home from Venice, Italy, eight (8) nights' hotel accommodations (double occupancy), ground transportation between destination airport and Sponsor-specified hotel in Milan and return ground transportation between Sponsor-specified hotel and major international airport in Venice, Italy, Sponsor-specified tours and excursions in Venice and Milan for winner and travel companion, and a \$500 check for winner (ARV \$9,350.00 each). Each Grand Prize winner's travel companion must be 18 years or older at time of travel and must execute and return a liability/publicity release prior to travel. Each Grand Prize winner and his/her travel companion are solely responsible for all other expenses not specifically set forth herein, including but not limited to meals, surcharges, service charges, personal charges, taxes, travel and other insurance, additional transportation, gratuities, souvenirs, upgraded room accommodations and other incidentals and items of a personal nature. Sponsor is not responsible for lost, mutilated or stolen travel documents. Each Grand Prize winner and his/her travel companion must travel on same itinerary and must agree to depart and return on same dates. Travel must be booked by 12/1/2022 and trip must be complete by 11/30/2023 and is subject to availability. Grand Prizes are subject to additional restrictions. All travelers must have valid passport prior to departure. All travelers must also pass any required medical testing and comply with any requirements, at any time, that may be required or recommended by any government agency, airline, or Sponsor, including without limitation, passing one or more COVID-19 antigen and screening tests, and testing negative for COVID-19 or having the COVID-19 vaccine(s). Travelers may also be required to execute any assumption of risk and/or other documents relating to COVID-19 or he/she may not be permitted to travel or participate in Sponsor-specified tour or excursion. In the event that any Grand Prize winner or his/her travel companion engage in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip early and/or eject them any Sponsor-specified tour or excursion, in whole or in part, and send that Grand Prize winner and his/her travel companion home with no further compensation to the winner. Grand Prizes consists of only the items specifically listed as part of the prize in these Official Rules and prize details not specified herein shall be determined solely by Sponsor. Actual retail value of the Grand Prizes may vary. Sponsor is not responsible for, and winners will not receive any difference between, the actual value and ARV of the Grand Prize. Ten (10) **First Prize** winners will receive a Lavazza prize package (ARV: \$100 each). First Prizes are awarded "as is" without any warranty or guaranty of any kind. No substitution or transfer of any prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute any prize of equal or greater value in the event that prize is unavailable. Prizes may be substituted for any reason only at the discretion of the Sponsor. All applicable federal, state and local taxes are the sole responsibility of each winner.
7. **GENERAL RULES:** Potential Grand Prize winners will be contacted by Sponsor (or

Administrator on Sponsor's behalf) via email address provided on registration form. Potential Grand Prize winners must sign and return an Affidavit of Eligibility, Release of Liability/Prize Acceptance Form, W9 form and a Publicity Release (where lawful), within five (5) days of notification attempt or prize may be forfeited and an alternate winner may be selected. Each Grand Prize winner's travel companion (who are 18 years of age or older) must sign and return a Liability and Publicity Release (where lawful), prior to travel. Potential First Prize winners may be required to complete an address and eligibility verification form within three (3) days of notification attempt or prize may be forfeited and an alternate winner may be selected. Noncompliance with these requirements, requests or the specified time period will result in disqualification and another winner will be selected in the place of the disqualified person. Return of prize or prize notification as undeliverable may result in disqualification and alternate selection (in accordance with these Official Rules). Prize winners and all entrants and winners' travel companions, as a condition of Entry into the Sweepstakes and/or acceptance of/participation in prize, agree to release and hold harmless Sponsor, and its affiliates, Administrator, their respective agencies, parents, subsidiaries, affiliates and their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Sweepstakes (collectively the "Released Parties") from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of prizes awarded, or any typographical or other error in these Official Rules or the announcement or offering of prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Sweepstakes or use or redemption of prizes. Acceptance of a prize constitutes permission for Sponsor to use each winner's name, likeness, Entry, as applicable, for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By entering, entrant accepts and agrees to be bound by these Official Rules. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates the Official Rules; gains unauthorized access to accounts; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, for errors that may occur in Sweepstakes/ad materials, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to participate, or by any human error which may occur in the processing of the Entries in the Sweepstakes. Entries generated by script or bot are not eligible. Sponsor reserves the right to cancel or terminate the Sweepstakes if it cannot be completed as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In the event of cancellation, the prizes will be awarded via random drawing from among all eligible Entries received during the Sweepstakes Period prior to cancellation. Void where prohibited by law and subject to all federal, state and local laws. As a condition of entering the Sweepstakes, entrant agrees that: 1) under no circumstance will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with the Sweepstakes, or prizes awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will entrant be entitled to receive attorneys' fees or other legal costs. In no event will more than the stated number of prizes be awarded.

8. **ARBITRATION:** Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any

form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

9. CHOICE OF LAW: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE ANY DISPUTE WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO CLASS ACTION.
10. PRIVACY: Any personally identifiable information collected during your participation in this Sweepstakes will be collected by Sponsor and used by it and its agents solely for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and will not be shared with any third party except as stated in Sponsor's Privacy Policy, posted at https://www.lavazza.us/en_US/about-us/company/privacy-policy.html.
11. WINNERS LIST: To receive a winners' list send an email to: winners@dja.com with Lavazza Organic Cold Brew Win a Trip to Italy Sweepstakes #11-2847-01 as the subject line. Requests must be received by 10/31/22. Winners' list will be sent after 11/15/22.
12. SPONSOR Lavazza Premium Coffees Corporation, 120 Wall Street, Floor 27, New York, NY, 10005.
13. . ADMINISTRATOR: Don Jagoda Associates, Inc, 100 Marcus Drive, Melville, NY 11747.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Lavazza Premium Coffees Corporation and not to Facebook.