

Pennachio Jewelers

2014 Diamond Pendants Hunt

Official Rules

NO PURCHASE OR PAYMENT REQUIRED.

1. Eligibility

The 2014 Diamond Pendants Hunt is open to all individuals who are legal residents 18 years and older. Employees of Pennachio Jewelers or any of their respective affiliates and their immediate family (spouse, parents, and children) are not eligible. Participation constitutes full and unconditional agreement to these Official Rules and winning is contingent upon fulfilling all requirements set forth herein.

2. The Hunt

WHILE COMPETING IN THE HUNT, PLEASE DO NOT DO ANYTHING THAT JEOPARDIZES YOUR SAFETY OR THE SAFETY OF THOSE AROUND YOU. WHILE COMPETING IN THE HUNT, PLEASE DO NOT DO ANYTHING ILLEGAL AND STRICTLY OBEY ALL LAWS.

A. For four (4) consecutive Saturdays starting on March 15, 2014 at 10:00 am, a different riddle will be posted on Pennachio Jewelers' website and Facebook page. Each riddle will be made up of five (5) stanzas with each stanza being a separate riddle. Solving the riddles will take participants on a journey throughout a town in Connecticut to the final location of a hidden engraved sterling silver tag. There will be four (4) individual hunts (1 per week) throughout four (4) separate towns in Connecticut leading to four (4) separate tags. Each tag can then be exchanged for one of the diamond pendants. There is no limit to the number of tags any person(s) can find. Participants will evaluate the riddles and use their knowledge and skill to figure out the answers, including the final locations for the tags.

B. If nobody finds the tag for the active hunt by 10:00 am on the following Tuesday, Pennachio Jewelers will begin posting the answers to stanza riddles 1 through 4 on their web page and Facebook page for 4 consecutive days. The contest will end on April 30, 2014 at midnight if no one has found any one or all four of the tags.

C. The winner of each hunt (4 hunts total) will receive one (1) prize being a 14k white gold "circle of life" diamond pendant and chain valued at \$1,000. Receipt of the pendant is conditional on the winner locating a marker (engraved sterling silver tag) that is hidden somewhere in Connecticut and bringing this tag to Pennachio Jewelers for verification.

D. Pennachio Jewelers will also give away one (1) additional bonus prize. Of the pendant winners, the person(s) who finds their tag in the least amount of time will receive an additional \$1,000 gift card to Pennachio Jewelers. Time will be measured starting when the riddles are released and ending when Pennachio Jewelers is officially notified by the claimant (a phone number to call will be included with each tag).

E. All prizes are non-transferable and no substitution will be made except as provided herein at Pennachio Jewelers sole discretion. Pennachio Jewelers reserves the right to substitute any prize for one of equal or

greater value for any reason. Winners are responsible for all taxes and fees associated with receipt of the prizes if applicable. Odds of winning any of the prizes depend on an individual's ability to evaluate the riddles and use skill to determine the quickest way to find the final locations of the tags.

F. Pennachio Jewelers reserves the right to disqualify any individual for any conduct that in any way appears to inhibit the enjoyment of other participants or the fairness or integrity of the hunt. All decisions regarding the hunt and the verification of the winners will be made exclusively by Pennachio Jewelers and shall be final and binding.

3. Participation Conditions and Release

By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Pennachio Jewelers which are binding and final in all matters relating to the hunt; (b) release and hold harmless Pennachio Jewelers and affiliated companies from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property arising out of or relating to a individual's participation in the hunt.

4. Publicity

Except where prohibited, the winner(s) of the hunt grant Pennachio Jewelers an exclusive license to use, publish, promote, and advertise their name(s) as well as photograph(s) that Pennachio Jewelers may take of them without any compensation for such use.

5. General Conditions

Pennachio Jewelers reserves the right to cancel, suspend and/or modify the hunt, or any part of it, if any fraud or any other factor beyond Pennachio Jewelers' reasonable control impairs the integrity or proper functioning of the hunt, as determined by Pennachio Jewelers in its sole discretion.

6. Limitations of Liability

Pennachio Jewelers is not responsible for any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from individual's participation in the hunt.

7. Disputes

Participant agrees that any and all disputes, claims and causes of action arising out of or connected with the hunt, or any prize(s) awarded shall be resolved individually, without resort to any form of class action.