

Pennachio Jewelers

Diamond Journey Bracelet Hunt

Official Rules

NO PURCHASE OR PAYMENT REQUIRED.

1. Eligibility

The Diamond Journey Bracelet 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 the bracelet 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. The hunt starts on March 22, 2012 at 10am EST when the first riddle is released. A different riddle (10 total) will be posted at various times throughout the day for an additional 9 consecutive days. Each riddle refers to a location within Glastonbury CT or provides specific information for continuing the journey. Additional clues may also be posted on Pennachio Jewelers' facebook page. Participants will evaluate the riddles and use their knowledge and skill to figure out the answers, including the final location for the bracelet.

B. If the bracelet has not been found as of 10am EST on April 3, 2012, Pennachio Jewelers will begin posting the answers to riddles 1 through 9 on their facebook page on consecutive days starting April 3, 2012. The contest will end on April 30, 2012 at midnight if no one has found the bracelet.

C. The one (1) winner will receive a 2.07 carat diamond journey bracelet valued at \$5000. Receipt of the bracelet is conditional on the winner locating a marker (engraved sterling silver tag) that is hidden somewhere in Glastonbury CT and bringing this tag to Pennachio Jewelers for verification. The bracelet is non-transferable and no substitution will be made except as provided herein at Pennachio Jewelers sole discretion. Pennachio Jewelers reserves the right to substitute the bracelet for one of equal or greater value for any reason. Winners are responsible for all taxes and fees associated with receipt of the bracelet if applicable. Odds of winning the bracelet depend on the individual's ability to evaluate the riddles and use skill to determine the quickest way to find the final location.

D. 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 winner 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 of the hunt grants Pennachio Jewelers an exclusive license to use, publish, promote, and advertise their name 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 awarded shall be resolved individually, without resort to any form of class action.