

CINQUE E CINQUE SWEEPSTAKES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. PROMOTIONS BEGIN ON JUNE 1, 2010, AND ENDS ON DECEMBER 31, 2010.

CINQUE E CINQUE SWEEPSTAKES Log on to www.whatiscinque.com to access, complete, and submit the entry form as instructed. By providing your e-mail address, you grant Lucini Italia, 1441 Brickell Ave., Ste. 1410, Miami, FL 33131 ("Sponsor"), the right to send you commercial messages unless specified otherwise as indicated on the entry form. All winners will be selected by random drawing on or around January 10, 2011, and will be notified by e-mail or by telephone. The prizes are: One (1) Grand Prize of Lucini products for a year (*Retail Value \$600 (capped at a retail value of \$50 per month for 12 consecutive months. Any combination of available Lucini products can be selected for each month's shipment. Shipments may be sent a maximum of once per month or a bulk shipment so long as prize value is not exceeded. Please allow 4-6 weeks for delivery once order is placed. Prize expires one year from first order date)*), two (2) First Place prizes of a 12 inch cast iron pan, Lucini engraved silver whisk, one of each new Cinque é Cinque and a 500mL Lucini Premium Select Extra Virgin Olive Oil (*Retail Value \$150*), ten (10) Runner-Up prizes of a Lucini engraved silver whisk, one of each new Cinque é Cinque and a 250mL Lucini Premium Select Extra Virgin Olive Oil (*Retail Value \$40*). For a list of winners, send a self-addressed, stamped envelope to: Cinque é Cinque Sweepstakes, Lucini Italia, 1441 Brickell Ave., Ste. 1410, Miami, FL 33131, after January 10, 2011, but before February 10, 2011. See additional sweepstakes rules below.

ADDITIONAL SWEEPSTAKES RULES Entries will be accepted beginning 12:01 AM Eastern Time ("ET") on June 1, 2010, and ending 11:59 PM ET on December 31, 2010. The Lucini Italia computer shall be the official timekeeper. One entry per person/e-mail address. If any potential winner selected cannot be contacted or does not respond within 14 days of attempted notification, or any prize is returned as undeliverable, such potential winner shall forfeit any and all rights to a prize and, at Sponsors sole discretion, an alternate winner may be randomly selected. Entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at Sponsors servers or elsewhere, will not be eligible. Sponsor, in their sole discretion, reserve the right to disqualify any person suspected of tampering with the entry process, the operation of the website, or acting otherwise in violation of these Rules. Use of bots or other automated process to enter is prohibited and may result in disqualification at the sole discretion of the Sponsor. Sponsor is not responsible for errors in the administration or fulfillment of these sweepstakes, including without limitation mechanical, human, printing, distribution, or production errors, and may modify or cancel a sweepstakes based upon such an error at their sole discretion, and without

liability. Sponsor further reserves the right to cancel, terminate, or modify any promotion not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure, or technical failures of any sort. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Service Provider, online service provider, or other organization (e.g., business, educational institute) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All decisions of the judges are final. Income and other taxes, if any, are the sole responsibility of the winners. Sweepstakes open to legal residents of the 50 United States who are 18 years of age or older at the date of entry. You are not authorized to enter if you are not located within the United States. Employees of Sponsors, participating companies, and their immediate families are not eligible. Subject to all federal, state, and local laws and regulations. Void where prohibited. The odds of winning depend on the number of entries received. Prizes not transferable. No substitutions for prizes except by Sponsor, in which case a prize of equal or greater value will be substituted. All entries become the property of the Sponsor and will not be acknowledged or returned. Except where prohibited: (i) acceptance of prize constitutes consent to use winners' names and likenesses for editorial, advertising, and publicity purposes, without further compensation; (ii) winners may be required to sign an affidavit of eligibility and liability/publicity release. Affidavits and releases must be returned within 14 days of attempted notification or an alternate winner may be randomly chosen. Participation in this Sweepstakes constitutes agreement by entrant to release and hold harmless Sponsor, their parent companies, subsidiaries, and affiliates, and their respective agents, employees, officers, directors, successors, and assigns against any and all claims, losses, or liabilities arising out of or relating to participation in this Sweepstakes or use, misuse, or redemption of a prize.