

Square vs. Slice Summer Tour Sweepstakes ("Sweepstakes")
2010 OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES. DO NOT ENTER IF YOU ARE NOT LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

- 1. ELIGIBILITY REQUIREMENTS:** Open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older. Employees, contractors, directors and officers of Palermo Villa Inc. ("Sponsor"), its parent, subsidiary and affiliated companies, and the web design, advertising, fulfillment, judging and sweepstakes agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Sweepstakes Parties"), and the immediate family members of each such person (spouse, parent, child, sibling, grandparent, and spouse of "step" of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to participate.
- 2. SWEEPSTAKES PERIOD:** Sweepstakes begins on May 21, 2010 at 12:00:01 am Central Time ("CT") and ends October 31, 2010 at 11:59:59 pm CT (the "Sweepstakes Period"). The Web Site server is the official clock for this Sweepstakes.
- 3. TO ENTER:** Go online to www.squarevsslice.com (the "Web Site"), during the Sweepstakes Period and vote if you prefer "Square" or "Slice" pizza. Once your vote is received, follow the on-screen directions to properly complete an online registration form to enter the Sweepstakes. Upon completing the online registration for the Sweepstakes, you will receive one (1) entry into the Sweepstakes. **Limit one (1) entry per person, email address and/or household throughout the Sweepstakes Period.** Automated methods of entry are prohibited and any use of automated devices will cause disqualification. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arises regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an email address by an Internet access provider, on-line service provider or other organization which is responsible for assigning email addresses or

the domain associated with the submitted email address. Participants may not register with multiple email addresses nor may entrants use any other device or artifice to register multiple times or as multiple registrants. Any participant who attempts to enter with multiple email addresses or uses any device or artifice to register/play multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's sole discretion.

4. SWEEPSTAKES DRAWING, ODDS, PRIZES, AND APPROXIMATE RETAIL VALUES

(“ARV”): Winners will be selected in a random drawing from all eligible entries received for the Sweepstakes. Odds of winning a Sweepstakes prize depend on the number of eligible entries received. Drawing will be conducted from all eligible entries received on or about November 4, 2010, by an independent judging organization, whose decisions shall be final and binding on all matters relating to the Sweepstakes. Potential winners will be notified by mail. By participating, entrants agree to abide by and be bound by these Official Rules and the Judges' decisions. **Limit one (1) Sweepstakes prize per person, email address, and/or household.**

One (1) Grand Prize: a 2009 S50 Vespa. Approximate Retail Value (“ARV”): \$3,800. Vehicle will be delivered with standard equipment; any upgrades and options are at the sole expense of the winner. Color, package, factory options, and other prize specifics to be determined by Sponsor and are subject to availability. Sponsor does not make, nor in any manner is responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the vehicle including but not limited to its quality, fitness for purpose, or mechanical condition. Grand Prize winner must have proof of a valid United States driver's license from their state or place of residence in the United States to take delivery of vehicle; failure to show same may result in prize forfeiture and selection of an alternate winner. Winner will be responsible for all optional equipment, title, license, insurance, and registration fees required in claiming the vehicle, applicable taxes as well as all other expenses relating to the receipt and use of Grand Prize vehicle, including any travel and transportation costs associated with collecting the vehicle. All other costs not specifically stated herein as being awarded are the responsibility of the winner. Winner will be provided instructions to obtain his/her Grand Prize vehicle at a dealership to be determined by Sponsor. Delivery of the Grand Prize vehicle is subject to manufacturer, distributor, and dealer manufacturing, production and delivery schedules.

Three (3) First Prizes: a \$200 pre-paid gift card to Zappos.com (gift card is subject to the terms and conditions set by the issuer).

Ten (10) Second Prizes: a Palermo's Summer Tour swag pack which includes a t-shirt (t-shirt size to be determined by Sponsor), pizza pull, and free pizza coupons. ARV: \$25.

TOTAL ARV OF ALL PRIZES IN THE SWEEPSTAKES IS: \$4,050.

- 5. GENERAL CONDITIONS:** Potential winners are subject to verification, including verification of age. If a potential winner is found not to be eligible or not in compliance with these Official Rules, or if prize notification or any prize is returned as undeliverable, the potential winner will be disqualified. Sponsor's decisions shall be final and binding on all matters relating to the Sweepstakes. Winners are solely responsible for any taxes on their respective prizes, and winners who receive a prize valued at \$600 or more will be issued an IRS Form 1099 for the ARV of the prize. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. No transfer of prize. By participating, entrants agree to these Official Rules, the Web Site Terms of Use, and Sponsor's Privacy Policy (available at www.squarevsslice.com) which are final and binding in all respects. Unclaimed prizes will not be awarded. Potential grand prize winner will be contacted by mail and will be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release (granting the use of the winner(s) names, city/state, likeness, or photography by Sponsor for advertising/publicity purposes, without further compensation) within ten (10) days of attempted notification or prize will be forfeited and awarded to an alternate winner. If the winner is an eligible minor in their state of residence, the prize will be awarded to the eligible minor's parent or legal guardian who must sign and complete the Affidavit of Eligibility/Liability Release, and, where lawful the Publicity Release on the minor's behalf. All other prizes will be mailed out to the winners to the address used during registration no later than 4 to 6 weeks after the end of the Sweepstakes Period. If for any reason the Sweepstakes is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the

entry process, and to cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will award all prizes in a random manner to be determined by Sponsor. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Wisconsin, and entrant consents to jurisdiction and venue in, and agrees that all claims and dispute must be resolved in, the federal or state courts in Milwaukee County, Wisconsin.

- 6. LIMITATIONS OF LIABILITY AND RELEASE:** An email address is required for entry. No liability or responsibility is assumed by Sponsor or Sweepstakes Parties resulting from user's participation in, attempt to participate in the Sweepstakes, or download of any information in connection with participating in the Sweepstakes. No responsibility or liability is assumed by the Sponsor or Sweepstakes Parties for technical problems or technical malfunction arising in connection with any of the following occurrences, without limitation, that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or Web Site; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Sponsor and the Sweepstakes Parties are not responsible for any personal injury or property damage or losses of any kind that may be sustained to user's or any other person's computer equipment resulting from participation in the Sweepstakes, use of the Web Site or the download of any information from the Web Site. By participating in the Sweepstakes, the entrant thereby releases Sponsor and the Sweepstakes Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. As a condition of entering, entrants (or their parent or legal guardian if an eligible minor) agree (and agree to confirm in writing): (a) to release Sponsor and Sweepstakes Parties from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize, including any traveling related thereto; (b) under no circumstances 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 actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. Except if winner is a resident of Tennessee, or where prohibited by law, by accepting prize, winner grants permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

7. **WINNERS LIST:** For winner names, send a self-addressed, stamped envelope, for receipt by November 15, 2010 to: Square vs. Slice Summer Tour Sweepstakes Winners List Request, PO Box 1095, Elmhurst, IL 60126.

8. **SPONSOR:** Palermo Villa Inc., 3301 W Canal Street, Milwaukee, WI 53208.