

**“Pin for a Cause” Promotion**  
**(the “Promotion”)**

**Official Rules**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PAYMENT OR PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. ODDS OF WINNING DEPEND ON NUMBER OF ELIGIBLE ENTRIES RECEIVED. ENTRY OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST TWENTY-ONE (21) YEARS OF AGE. VOID IN PUERTO RICO, ALL U.S. TERRITORIES AND POSSESSIONS, AND WHERE PROHIBITED BY LAW.

THESE OFFICIAL RULES ARE A LEGALLY BINDING AGREEMENT BY AND BETWEEN YOU AND SPONSORS (DEFINED BELOW) THAT GOVERN ENTRY INTO THE PROMOTION. BY PARTICIPATING IN THIS PROMOTION, YOU AGREE TO ABIDE BY THESE OFFICIAL RULES. FAILURE TO COMPLY WITH THESE TERMS WILL VOID YOUR ENTRY.

**1. Eligibility:** This Promotion is open to any legal resident of the 50 United States or the District of Columbia who is at least twenty-one (21) years of age as of the commencement of the Promotion Period (defined below). Individuals who are employees, officers, representatives, or directors of Peter Millar LLC or Chef Thomas Keller (“Keller”) (together, “Sponsors”), or their respective businesses, parents, subsidiaries, affiliates and advertising and promotion agencies, and the immediate family members (spouses, domestic partners and parents, children and siblings and their spouses or domestic partners, regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible to win. All applicable federal, state, territorial and local rules apply. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (the “Official Rules”) and Sponsors’ decisions, which are final and binding in all matters related to the Promotion. Winning the Prize (defined below) is contingent upon fulfilling all requirements set forth herein.

**2. Timing:** Promotion begins on November 11, 2024 at 12:00 a.m. Eastern Time (ET) and ends on December 18, 2024 at 11:59:59 p.m. ET (the “Promotion Period”). Winners must redeem the Prize (defined below) by December 31, 2026, unless Sponsors select another time period in their sole discretion. Sponsors are the official timekeeper for the Promotion.

**3. How to Enter The Promotion:**

There is one (1) method to submit an entry in this Promotion (an “Entry”):

- During the Promotion Period, eligible entrants shall (i) visit the online entry form located at <[www.petermillar.com/tk](http://www.petermillar.com/tk)> and submit all required information and contact details (including first and last name, phone number, email address, and home mailing address in the U.S. required – No P.O. boxes); and (ii) opt-in to accept these Official Rules and enter this Promotion. By successfully following all entry instructions during the Promotion Period, you will be deemed to have submitted an “Entry” in this Promotion and be entered to win the Prize (defined below) (an “Entry”).

By successfully completing and submitting an Entry during the Promotion Period, you are automatically entered to win a Prize (defined below), subject to your eligibility. The contact information provided in or with the Entry shall be used by Sponsors to contact the winning entrants and deliver a Prize if they are chosen to win.

You are permitted to submit only one (1) Entry. Multiple entries are not permitted. Any attempt by any entrant to make more than the stated number of entries by using multiple/different identities or any other methods will void

that entrant's entries and that entrant may be disqualified at Sponsors' sole discretion. Your Entry must be received by Sponsors during the Promotion Period or it will be void.

In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the natural person that is first named in the Entry, as determined by Sponsors. If the identity of the person submitting an Entry cannot be resolved to Sponsors' satisfaction, the affected Entry will be deemed ineligible. Entries by any method other than set forth above are void. Sponsors are the official timekeeper for the Promotion. Late, illegible, incomplete, defaced, or corrupt entries will not be accepted. No responsibility can be accepted for lost entries, entries not submitted or not received due to an error by the entrant. Entries must not be sent through agencies or third parties.

**4. Selection:** After the conclusion of the Promotion Period, Sponsors will choose two (2) potential winners at random from all Entries received during the Promotion Period to win the Prize (defined below) on or around January 6, 2025. The entrants selected as the potential winners must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. All determinations are final and binding with respect to all matters relating to the Promotion.

**5. Winners Notification and Declaration/Affidavit of Eligibility/Tax Forms:** Sponsors or their designee shall contact the potential winners via telephone or e-mail, at the telephone number or e-mail address provided in each winner's Entry, on or around January 6, 2025. Potential winners and potential winners' guests (who must be at least 21 years of age) may be required to complete a declaration of eligibility or an affidavit of eligibility and release (an "Affidavit of Eligibility") as well as any additional required information, releases or responses, and/or W-9 Forms of the IRS (if required by IRS regulations) or other tax forms prior to the delivery of any Prize.

The potential winners must return the fully executed Affidavit of Eligibility for themselves and their respective guest and provide all other requested information and documents to Sponsors within three (3) days (i.e. 72 hours) following the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the Prize and selection of an alternate winner. If any potential winner is found to be ineligible or if any potential winner does not comply with the Official Rules, then the potential winner may also be disqualified and an alternate potential Prize winner will be determined. If a potential winner cannot be contacted within seventy-two (72) hours after the first attempt to contact such potential winner, an alternate entrant may be selected in his or her place from all entries received.

**6. Prize:** Two (2) winners will win the following:

- Dinner at The French Laundry (in Yountville, CA) for winner and one (1) guest (who must be 21 years of age or older);
- A tour of the kitchen at The French Laundry (in Yountville, CA) for winner and one (1) guest; and
- A copy of the book "The French Laundry, Per Se" signed by Keller.

(collectively, the "Prize"). Each Prize has an ARV of \$2,200.00. Total ARV of all Prizes awarded: \$4,400.00.

Awarding of the Prize is subject to verification of eligibility and compliance with these Official Rules. The odds of winning the Prize depend on the number of entries received.

The Prize and the redemption thereof are subject to terms and conditions specified by Sponsors. The Prize is awarded "as is" with no warranty or guarantee, either express or implied. Prize cannot be transferred, negotiated, refunded, substituted, or redeemed for cash, or used in conjunction with any other competition or offer. Notwithstanding the foregoing, Sponsors reserve the right, in their sole discretion, to substitute and/or modify a Prize (or any component thereof) with a prize of comparable or greater retail value, at their sole discretion. All components of the Prize are subject to availability. Only one (1) Prize is permitted per person and per family or

household. All taxes on Prize and all costs, fees and expenses related to acceptance and use of the Prize not specified in these Official Rules as being provided are the sole responsibility of winners. For the avoidance of doubt, the Prize will constitute taxable income to the winners of the Prize, the taxes on which will be each winner's sole responsibility, and no cash compensation will be provided to defray any tax liability.

Chef Keller is not guaranteed to be present during Prize fulfillment. Arrangements related to the Prize will be done by Sponsors. Winners will be fully responsible being eligible to receive the prize and for all transportation and lodging, including for travel via airplane if necessary (including, but not limited to, adhering to any laws, rules, regulations, and mandates related to, concerning, or arising from COVID-19-related travel restrictions and requirements) and obtaining the necessary or requested travel/transportation documentation (including, if requested by Sponsors, COVID-19 test results and/or proof of vaccination) and providing copies of such documents to Sponsors upon request. P.O. Boxes will not be accepted. All Prize details are at Sponsors' sole discretion. Each winner and each winner's guest may be required by Sponsors to provide proof of COVID-19 vaccination and/or a negative COVID-19 PCR test result within three days of traveling as a requirement to receive the Prize, and each winner and each winner's guest may be subject to COVID-19 related quarantine restrictions and requirements. Winners are solely responsible for complying with all such restrictions and requirements.

Winners must redeem the Prize by December 31, 2026, unless Sponsors select another time period in their sole discretion.

The Prize involves elements that are set at a predetermined time or times as set forth by Sponsors in their sole discretion. Sponsors will determine exact dates and itinerary at its sole discretion and are subject to change at any time and for any reason. No refund or compensation will be made in the event of cancellation or delay. All elements of Prize are subject to availability. Lodging and transportation are not included. All elements of the Prize are subject to the terms and conditions set forth in these Official Rules, and those set forth by the Prize providers. Sponsors shall not be responsible for any cancellations, delays, diversions or flight/transportation substitution or any act or omissions whatsoever by any air carriers, transportation providers, accommodation providers, lodging providers, or any other persons or companies providing any of these services and accommodations. Sponsors shall not be liable for any loss or damage to baggage. Winners are responsible for obtaining any valid documentation necessary for travel, complying with COVID-19 testing, vaccination, and quarantine requirements, and is responsible for his or her own travel insurance should they desire it. The Prize consist only of the items described above. All expenses not expressly stated in the Prize description above as being included in the Prize, including, without limitation, additional meals, lodging, transportation, tips, souvenirs, and incidentals, are the responsibility solely of the winners. Alcoholic beverages are not part of the Prize unless otherwise determined in Sponsors' sole discretion. Use of Prize is conditioned upon winners conducting themselves at all times in a socially responsible, respectful, and appropriate manner; should winners fail to do so, Prize may be immediately terminated, and the Sponsors may pursue other legal sanctions against the winners, as applicable. Further travel and/or accommodation restrictions may apply.

The value of the Prize won by a participant in the Sweepstakes may be taxable as income to each winner. Each winner may be issued an IRS Form W-9 and a subsequent IRS Form 1099, if necessary. Upon receipt of the Prize, each winner shall be required to comply with any and all applicable federal, state, and local laws, rules and regulations.

**7. Grant of Publicity:** By participating in this Promotion, you agree to permit Sponsors, The French Laundry, and their respective agents and designees to use your Entry, name, city and state/hometown address, voice, statement, image and/or other likeness for advertising, publicity and promotional purposes, in any manner, in any and all media, now or hereafter developed, including, but not limited to, within Sponsors' and The French Laundry's websites and on Sponsors' and The French Laundry's social media pages, in perpetuity, worldwide without further consideration (unless prohibited by law) or permission from, or notification to, you, and you

further agree to execute any specific consent needed or requested by Sponsors, The French Laundry or their designees in furtherance of such use.

**8. General Conditions:** By participating in this Promotion, you agree: [a] to be legally bound by these Official Rules and decisions of Sponsors, which shall be final and binding in all respects relating to the Promotion; and [b] to release, waive, discharge, indemnify, defend, and hold harmless Sponsors, The French Laundry, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, shareholders, partnership, members, principals, employees, agents, contractors or suppliers (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind arising out of or related to the participation in the Promotion or the acceptance, use or misuse of the Prize including, without limitation, personal injury, death and property damage, and claims based on publicity rights, copyright, trademark, defamation or invasion of privacy. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the natural person that is first named in the Entry, as determined by Sponsors. If the identity of the person submitting an Entry cannot be resolved to Sponsors' satisfaction, the affected Entry will be deemed ineligible.

By entering the Promotion, you represent and warrant as follows: [a] the Entry is your own for you to win the Prize; [b] the Entry does not contain any false information; and [c] you only submitted one (1) Entry. Sponsors reserve the right to disqualify (and refuse to accept or remove) any Entry that Sponsors, in their sole discretion, deem to violate these Official Rules. Released Parties are not responsible for and shall not be liable for: [a] electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; [b] failed, incomplete, garbled or delayed computer transmissions; [c] late, lost, inaccurate, delayed, stolen, garbled, misdirected, illegible, or incomplete entries or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of entries, or the announcement of the potential Prize winners; or [d] any condition caused by events that may cause the Promotion to be delayed, cancelled, disrupted or corrupted. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by you or any other individuals, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to any person or their property related to or resulting from participating in this Promotion or otherwise receiving the Prize. Persons who tamper with or abuse any aspect of the Promotion, who act in an unsportsmanlike or disruptive manner, or who are otherwise in violation of these Official Rules, as solely determined by Sponsors, will be disqualified and all associated entries will be void. Sponsors reserve the right, to the fullest extent permissible under law, in their sole discretion, to cancel, terminate, modify or suspend the Promotion or any portion thereof should viruses, bugs or other causes (such as acts of God, work stoppages, accidents, acts of war or terrorism, civil or military disturbances, pandemics, epidemics, catastrophes, interruptions, fires, floods, or loss or malfunction of utilities, communications, or computer services) corrupt or delay the administration, security or proper play of the Promotion, and limit Entries to those submitted prior to the action taken, or to proceed in such a manner as may be deemed fair and equitable by Sponsors in their sole discretion and, if terminated, to award the Prizes from all non-suspect, eligible Entries received prior to such action or as otherwise deemed fair and appropriate by Sponsors. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsors. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Except where prohibited, entrant agrees that: (1) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in entering this Promotion, and in no event will entrant be entitled to obtain

attorneys' fees or other legal costs; and (2) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, special, punitive, incidental and consequential damages and any other damages, except as expressly provided above, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

IF YOU ARE A CALIFORNIA RESIDENT, YOU WAIVE ANY AND ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF THE STATE OF CALIFORNIA, WHICH PROVIDES AS FOLLOWS: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY." You expressly waive and release any right or benefit which you have or may have under Section 1542 of the Civil Code of the State of California, to the full extent that you may waive all such rights and benefits pertaining to the matters released here. In connection with such waiver and relinquishment, you acknowledge that you are aware that you may hereafter discover claims presently unknown or unsuspected, or facts in addition to or different from those which you now know or believe to be true, with respect to the matters released herein; nevertheless, it is your intention through this release to fully and finally and forever settle and release all such matters and claims relative thereto, which do not exist, may exist or heretofore have existed between yourself and the Sponsors related to the Promotion. The release herein given shall be and remain in effect as a full and complete release of such claims and matters notwithstanding the discovery or existence of any such additional or different claims or facts relative thereto. Information collected from entrants is subject to the Privacy Policy set forth at <https://www.petermillar.com/f/privacy-policy.html>.

**9. Governing Law/Jurisdiction:** Subject only to the following paragraph, the Promotion and these Official Rules, including, but not limited to, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you, other entrants, the potential winners, winners, each winner's guest, and the Sponsors, shall be exclusively governed by and construed in accordance with the laws of the State of New York, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. Subject only to the following paragraph, any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded or not awarded shall be resolved individually, without resort to any form of class action, and exclusively by the Courts located in New York County, New York.

**10. Sponsors:** Peter Millar LLC, a division of Richemont North America, Inc., 1002 Twin Creeks Ct, Durham, NC 27703; and Chef Thomas Keller, 6540 Washington Street, Yountville, California 94599.

**11. Copy of Winners List/Official Rules:** To obtain any legally-required winners list (after the conclusion of the Promotion) or a copy of these Official Rules, send a written request, enclosed with a self-addressed envelope with the proper postage affixed, to: Peter Millar, "Pin for a Cause" Promotion, 1101 Haynes Street, Suite 106, Raleigh, NC 27604 (FL, VT, and WA residents may omit return postage). The request must be received within six months after the conclusion of the Promotion Period.