

TERMS OF THE PROMOTION “TAKE A PICTURE OF ANTONIO SCORING A GOAL” FROM BESO DE VINO.

Grandes Vinos y Viñedos S.A., through its brand “Beso de Vino”, is holding a promotion to mark the launch of the Beso de Vino Football Edition, aimed at end consumers of the required legal age for drinking alcohol in their respective countries throughout the world, unless it goes against their national legislation.

The competition runs from 19th May 2014 and ends on 13th July 2014 and the winners will be announced on www.besodevino.com on 18th July 2014.

The aim of the competition is to promote this special edition of Beso de Vino, to strengthen people’s awareness of the brand, as well as of the IMASCONO augmented reality application through which the user can enjoy a truly unique experience.

The Beso de Vino consumers are invited to download the free IMASCONO application from the virtual application stores “App Store” (Apple) and “Google Play” (Android).

Once the application has downloaded and is running, point the mobile/tablet at the label on the Beso de Vino Football edition bottle.

Then the animated 3D experience will appear and you will be able to take a photo of “Antonio” the bull in 3D.

Once the photo has been taken and still using the application, you will have to state the name of your favourite football team/national team which will automatically have the tags #myfavoriteteam #besodevino and share it on Twitter and/or Facebook publicly via the IMASCONO application.

Once you have completed the steps above you will be entered into a draw to win the following prizes:

- 1 trip to Madrid and Barcelona for 2 people including: economy class return flights from your home country to Madrid or Barcelona, 7 nights in a 4-star hotel in Madrid and Barcelona in a double room with breakfast included, with the 7 nights shared between the two cities depending on the planning of the winner’s trip, 2 tickets for the Tour at the Camp Nou and Santiago Bernabéu stadiums and 2 economy class return tickets for the AVE high-speed train to move between the two cities. The winner will be responsible for paying the rest of the costs of the trip. The trip will have to be taken between 19th July 2014 and 31st December 2014.

Grandes Vinos y Viñedos S.A. shall not be responsible under any circumstances for any incident that may occur during the trip, and Grandes Vinos y Viñedos S.A. shall only pay for the plane tickets, train, hotel and tour tickets.

This prize is subject to withholdings or payment on account of income tax, as capital gains (prizes) in accordance with current legislation.

- 1 Ipad Air with Kukuxumusu cover

- 1 Iphone 5S with Kukuxumusu cover

- 100 Beso De Vino polo shirts, size to be chosen by the winners. If we have run out of the chosen size another one in a similar size will be awarded.

- 200 fridge magnets

The prizes given out in this promotion are under no circumstances subject to exchange, alteration or compensation at the request of the winners.

Except for the trip, the other prizes all include the cost of postage and packaging to the address given by the consumer.

The prizes will be allocated a number:

1: trip

2: ipad

3: iphone

4-103: polo shirts

104-303: magnets

Using a computerised programme all the prizes will be awarded randomly amongst all the photos shared on twitter and facebook under the tags #myfavoriteteam #besodevino uploaded via the IMASCONO application before the closing date.

Each photo will count as one entry and each consumer can enter as many times as they like before the competition closing date by sending different photos, although a maximum of 1 prize per twitter or facebook account is set (1 trip, 1 Ipad, 1 polo shirt, etc.)

If, for any reason, any of the prize winners can't or don't want to accept their prize, or they forgo it, the prize will be declared void. Similarly, it will be declared void if the winner does not claim the prize within a period of two weeks following the announcement of the winners.

All the entrants authorise Grandes Vinos y Viñedos S.A. to publicly use their photos uploaded through the application, names and images in the advertising material related to this promotion in the various channels it considers appropriate.

Grandes Vinos y Viñedos S.A. reserves the right at any time to amend the terms of the promotion, and may even cancel it, providing there is just cause and that it then gives the relevant information and advertises the new terms and conditions, or gives sufficient notice in advance of the cancellation, if applicable.

The employees and relatives of Grandes Vinos y Viñedos S.A up to the first degree of consanguinity may not enter.

By entering this competition the entrants declare that they accept the basis and criteria of Grandes Vinos y Viñedos S.A used to resolve any incident resulting from the competition and the selection of the winners.

Grandes Vinos y Viñedos S.A is not responsible for any possible fraud that may occur and reserves the right to suspend the competition if deemed appropriate.

These terms and conditions are stored at the registered address of Grandes Vinos y Viñedos S.A.:

Ctra. Valencia Km 45,700 / 50400 Cariñena (Zaragoza) Spain

Tel: +34 976 621 261 Fax: +34 976 621 253 www.grandesvinos.com

Data protection policy

Grandes Vinos y Viñedos, S.A. considers that it is a basic objective to guarantee the privacy and confidentiality of the personal data of users obtained by any system which allows data transmission and expresses its commitment to fulfil the regulations established in Parliament Act 15/1999 of 13th December on the Protection of Personal Data (B.O.E. 14/12/1999)

a. Ownership of file

Grandes Vinos y Viñedos, S.A., a company founded in Spain, with registered offices in Cariñena (Zaragoza), Ctra. Valencia, KM 45,700, post code 50400, with C.I.F. A-50723089, is the holder of the files in which the Personal Data are included as well as being the entity that is responsible for their processing.

b. Nature of Data

The personal data which form part of the files held by Grandes Vinos y Viñedos, S.A. are those that are appropriate, relevant and strictly necessary for the purpose for which they are collected. Grandes Vinos y Viñedos, S.A. guarantees the technical and organisational measures required for the security and integrity of the personal data that the file contains, preventing their alternation, loss, non-authorized processing or access to them, bearing in mind the state of technology, the nature of the data stored and the risks to which they are exposed, either from human action or the physical or natural environment.

c. Purpose of Data

The purpose of collecting and automatically processing Personal Data is: to maintain the contractual relationship between the data holder and Grandes Vinos y Viñedos, S.A.; to execute, maintain and manage any type of relationship between Grandes Vinos y Viñedos, S.A. and the data holder, be it of a commercial, administrative, accounting, labour, marketing, human resources or training nature or any other provision of services requested by the data holder from Grandes Vinos y Viñedos, S.A.; the sending of technical, operational, publicity or promotional information with regard to the services provided by Grandes Vinos y Viñedos, S.A., as well as the sending of questionnaires; data processing for statistical, historic or scientific purposes. In no case will data be used for any other purposes than those for which they have been collected.

d. Obligation to inform and obtain the approval of the person affected

The holders of the data which appear in the files of Grandes Vinos y Viñedos, S.A. acknowledge, expressly, precisely and unequivocally – that their data are stored in a file that belongs to Grandes Vinos y Viñedos, S.A. devoted to maintaining the aforementioned relationships and that the data are the appropriate, relevant and necessary for the purpose for which they have been collected and thus give their approval to their processing.

e. Transfer of data

Grandes Vinos y Viñedos, S.A. will not disclose their personal data to third parties except when said disclosure has the purpose of fulfilling the objectives directly related to the legitimate functions of the assigner and assignee or the holder has granted his/her consent for this purpose or when the transfer is authorised by Law.

f. Right of access, rectification, cancellation and opposition to data.

The user may, at any time, exercise his/her right to the access, rectification, cancellation and opposition of his/her data by notifying Grandes Vinos y Viñedos, S.A. – Ctra. Valencia, KM 45,700. 50400 Cariñena. (Zaragoza) SPAIN. For all matters that are not expressly indicated in this document, Grandes Vinos y Viñedos, S.A. complies with the provisions of the current legislation on this matter.