

RULES FOR PRIZE CONTEST
AS PER ARTICLES 10 AND 11 OF ITALIAN PRES. DECREE 430/2001

"PULCHRA - VOTE FOR THE MOST BEAUTIFUL THINGS IN THE WORLD"

1. Promoter - products promoted - targets

The Promoter of the contest is PULCHRA SRL, with main office in REGGIO EMILIA (RE) VIA PASSO BUOLE 86 ITALY.

The item being promoted is the Promoter's services and, in particular, the beauty contest for objects that is entitled, "PULCHRA - THE MOST BEAUTIFUL THINGS IN THE WORLD".

The targets of the contest are the persons who participate as voters in the contest "PULCHRA - VOTE FOR THE MOST BEAUTIFUL THINGS IN THE WORLD".

Participation in the contest is free of charge.

2. Duration of the prize contest

The contest begins on **31/07/2009**.

Contestants may enroll and participate in the contest until **30/06/2010**.

The winner will be announced no later than **30/07/2010**.

3. Nature and approximate value of prizes

	Prizes	Indicative unitary value (including VAT)	Quantity	Total (including VAT)
1st prize	20 golden tokens with the Pulchra Logo	500,00 €	20	10.000,00 €
Total value of prizes				10.000,00 €

The approximate total value of the prizes is **10,000 euros, including VAT**.

4. Procedural rules for the beauty contest PULCHRA - THE MOST BEAUTIFUL THINGS IN THE WORLD

“PULCHRA - THE MOST BEAUTIFUL THINGS IN THE WORLD” is a contest involving one hundred objects chosen by a committee of authoritative experts.

The public will vote for and thereby choose the ten most beautiful objects from these one hundred objects. Anyone may vote by means of personal standings in which the objects are arranged from first to tenth place according to his/her preference. Voting is carried out by signing up and filling out a form on the website www.pulchra.org. There are no limits to the number of votes that an individual may cast, but an individual may only vote once in 24 hours. Each voter assigns ten points to the object in first place on his personal standings, nine to the object in second place, eight for third place and so on until one point is assigned to the object in tenth place.

The points assigned to each object in the various personal standings will be added up to create general standings in which the one hundred objects in the contest are arranged from first to one-hundredth place according to number of

points received.

The top ten objects on the standings will be the winners of the contest entitled, "PULCHRA - THE MOST BEAUTIFUL THINGS IN THE WORLD".

4.1 Procedural rules for the beauty contest entitled PULCHRA - VOTE FOR THE MOST BEAUTIFUL THINGS IN THE WORLD

There will also be a winner among voters in the "PULCHRA - THE MOST BEAUTIFUL THINGS IN THE WORLD" contest. The winner will be the voter whose personal standings have best predicted the top ten objects on the general standings. The winner will receive 10,000 euros in gold tokens (VAT included).

This winner will be determined as follows:

Ten points will be awarded to a voter each time the position of an object on the general standings coincides perfectly with the position of that object on the voter's personal standings; for example, if an object in third place on the general standings is also in third place on the personal standings.

When there is no perfect correspondence, the numerical difference between the two positions will be subtracted from the full score of ten points; for example, if an object in tenth place on the general standings is in third place on the personal standings, the difference is $10-3=7$, so that 7 points will be subtracted from the full score of 10, leaving 3 points awarded to the voter. As another example, if an object in first place on the general standings is in third place on the personal standings, the difference is $3-1=2$, so that 2 points will be subtracted from the full score of 10, leaving 8 points awarded to the voter.

If a number of voters have the same score, preference will be given to those who have specified (in the space provided on the voting form) an object that deserves to participate in next year's contest.

If a number of voters still have the same score, preference will be given to the voter who achieved the greatest number of full scores (10) for the objects.

If a number of voters still have the same score, preference will be given to the

voter who voted first.

4.2 Participation by post card

Instead of participating on the web site, voting is possible by sending a post card, filled out with all the requested details , to REGGIO EMILIA (RE) VIA PASSO BUOLE 86, CAP. 42100 ITALY. This post card has to be recut from appropriate printers distributed from the manufacturers of the contest objects and from the promoter itself. The date of participation will be the date of the postmark. If the postmark results unreadable, the date of participation will be the arriving date to the address indicated before.

Every participants can send only one post card a day (it will be attested by the postmark), in case of multiple sending of post cards in the same day , the post cards will be annulled. The voting indicated on the post card will be processed by the promoter of the contest.

5. Non-Profit Institution as beneficiary

Prizes not been awarded or claimed will be donated to Non-Profit Institution.

Prizes not been awarded or claimed will be donated to Amnesty International, Italian division, via G.B. de Rossi 10, 00161 Roma Italy.

6. Limitations on participation

The owners, employees and associates of PULCHRASRL and their families may not participate. Voters using the website may vote only once in 24 hours.

7. Notification of winners and delivery of prizes

The winners will be contacted at the address they provided, and the procedures for delivering the prize will be agreed upon.

If a winner does not claim his prize within fifteen days from the date he receives the registered letter (with return receipt) that notifies him of his winnings; or if it

impossible to deliver said notification via registered letter for any reason (such as incorrect address, person unavailable to receive the letter, etc.) despite every reasonable attempt to do so, the prize will be awarded to the voter finishing in second place, and so on.

The prize will be delivered no later than 180 days from the date it is won.

8. Contest area

The contest will be run throughout Italy.

9. Handling of personal information (art. 13 of Italian Law Decree 196/2003)

Participants' personal information given in the signup process (name, last name, address, telephone number, e-mail address, and other information necessary, for the promoter, to participate in the competition) is handled, mainly using computer systems, by PULCHRA SRL, with main office in REGGIO EMILIA (RE) VIA PASSO BUOLE 86, 42100 ITALY, to enable participation in the "PULCHRA - VOTE FOR THE MOST BEAUTIFUL THINGS IN THE WORLD" contest and to deliver the prizes. When necessary for the above purposes, the information may be communicated to third parties who collaborate with the Promoter in holding the contest (in particular, to those delegated as per art.5 of Italian Pres. Decree 430/01 to handle administrative paperwork, and to those hired to deliver the prize), as well as to the notary or competent official who records the operations of the contest, and to the Ministry for Economic Development in compliance with the law on prize contests (Italian Pres. Decree 430/01).

The personal information of participants and winners may be published on the contest's website and on the Promoter's other websites, and may be published and publicized in print and using other means of communication, as specified in the contest rules.

The personal information provided by participants when they register will not be

forwarded to third parties other than those indicated above; in particular, it will not be provided to the suppliers of the products participating in the beauty contest. It may be used exclusively by the Promoter to send the participants non-commercial messages (for example, on cultural matters) and/or communications regarding events that are similar to the "PULCHRA - THE MOST BEAUTIFUL THINGS IN THE WORLD" contest.

Those withholding their consent to the use of their personal information for the purposes of the contest may not participate.

A participant may exercise the rights specified in article 7 of Italian Law Decree 196/2003. In particular, he is entitled to know what information is being stored and to exercise certain rights regarding its use (correction, updating, deletion in case it is handled in violation of law, opposition to using it for sending advertising or direct sales material, etc.).

11. Right of recovery

The Promoter hereby waives its right of recovery (as per art. 30 of Italian Pres. Decree 600 dated 29 September '73 - as modified by art. 19, par. 2 of Italian Law 449/97).

12. Disclaimer

The Promoter has taken all the technical measures necessary to ensure that the contest is run correctly. However, the Promoter assumes no responsibility for lost votes, votes counted late or mistakenly addressed, or for any malfunction of computers or of Internet, telephone, postal or technical services when such malfunction is due to technical problems beyond the Promoter's control.

The Promoter is not responsible for incorrect and/or inexact information, whether caused by the users of its website and/or by the instrumentation and/or associated programs used to run the contest; or for any technical or human error that may occur while processing the information sent to the Promoter or during

processing of the confirmations of the e-mails sent by the Promoter to notify winning results; or in relation to any other type of e-mail sent by the Promoter.

The Promoter is in no way responsible for any errors, omissions, interruptions, deletions, defects, delays in operation or transmission, errors on transmission lines, or theft and/or destruction and/or unauthorized access and/or alteration of votes due to causes not attributable to the Promoter.

The Promoter is in no way responsible for any problems and/or technical malfunctions on telephone lines or networks, online computer systems, servers, providers, computers or software; or for errors in e-mails and/or votes if the latter is/are caused by technical problems and/or congested traffic on the Internet and/or on any website; or by any combination of these factors, including injury or damage to the participants; or to any other person using a computer and/or participation in the contest or download of the contest material; due to causes not attributable to the Promoter. If the contest cannot be run as planned, for any reason including computer viruses, bugs, violations, unauthorized actions, fraud, technical errors and/or any other cause including Acts of God and events not attributable to the Promoter's will or responsibility and which could interfere with the administration, safety, fidelity, integrity and/or correct running of this contest, the Promoter reserves the indisputable right, at its complete and exclusive discretion, to cancel, end, modify and/or suspend the contest without obligation to give advance notice, except as prescribed by law (Italian Pres. Decree 430/01).

13. Contest publicity and rules

The contest will be publicized on the Promoter's Internet sites, in print, and on the radio.

The rules are published on the Web at www.pulchra.org.

The original copy of the rules is kept at the Law Offices of Carlo Rossi, Attorney at Law, at Borgo Ronchini no. 3 in Parma, Italy.

