



May 2013

Dear Geyser Peak Club Member,

We are pleased to announce exciting changes to the **Cellar Door** and **Case Club** levels for 2013!

We've enhanced membership benefits, created new wines for members, and added more events at the winery throughout the year where you can enjoy Geyser Peak wines. **Changes to all levels are effective with February 2013 shipment.**

Terms & Conditions of Wine Club Membership

Term: Memberships are active & valid until Member chooses to cancel in writing 14-business days prior to any shipment. If notification is not received prior to posted shipment Billing and/or Ship date, the Member is financially responsible for purchase of that shipment. No credits will be issued. Cancellations for Cellar Door Memberships prior to receiving two (2) scheduled shipments will be automatically charged accrued discounts from enrollment date. Cancellations for Peak Club Memberships prior to purchasing four (4) cases within 12-month period (from enrollment date) will be automatically charged accrued discounts from enrollment date. Membership is not transferrable. Proof of legal age and date of birth is required for all memberships. Certain states may require additional forms of valid government identification to remain on file in order to comply with state compliance regulations.

Contact Information: Email address, day time phone, current credit card information, and date of birth is required for all memberships. It is Member's responsibility to notify Winery of billing and shipping changes 14-business days prior to shipment date. If notification is not received prior to posted wine club billing and/or shipment date, the Member is financially responsible for purchase of that current shipment. No credits will be issued. Winery is not responsible for lost or misdirected shipments due to invalid or incorrect shipping address.


Shipments & Weather: Winery is not responsible for wine shipped during extreme weather months. Member is responsible for all charges incurred due to re-direct during transit, returned shipments for non-valid addresses, multiple un-successful delivery attempts, and no adult signature available. Re-ships will be charged at member expense.

For Third Party Shipment Members: It is Member's responsibility to update Shipping and Billing information with Shipper. Winery is not responsible for charges incurred from Third Party Shipper, damages, lost or misdirected shipments.

Will Call Memberships: Members must provide a Ship-To STREET Address (not PO Box) for Will Call memberships. Orders must be collected within 30-days from posted release date. Winery will make a reasonable attempt to notify Member of overdue Will Call order before automatically shipping. Will Call order will be shipped to address on file at Member expense.

Responsible Consumption of Alcohol: Member is responsible for monitoring their individual and accompanying guest's consumption in order to maintain a safe and enjoyable environment for all tasters. Members, or any of their party, who appear to be intoxicated before or during their tasting will not be served. Winery reserves right to refuse service at all times.

Sharing Information: By purchasing and accepting wine club shipments you are agreeing to the Terms Of Wine Club Membership and you are providing us your consent to share your personal information with our affiliates and business partners with whom we have joint marketing arrangements. When you give us your first and last name, birth date, email, day and evening telephone numbers, or postal address, we may contact you by email, regular mail, or telephone periodically with information about our new products and services, special offers, upcoming events and changes to this Site. If you do not wish to be contacted by all or any of these methods, you may let us know by sending an email message to us at wineclub@geyserpeakwinery.com. Please be sure to give us your exact name and address so we can be sure that we remove your name from our lists.

<p>Cellar Door Bottle Club *Average price per shipment \$65.00-\$85.00 (with discount, excluding tax & shipping) *Three (3) shipments per year: February, May & October *Choice of Reds Only or Mixed Wines *Includes one (1) bottle of four (4) red and white wines. <i>Selections may duplicate/vary for Reds Only</i> *Pre-selected by Winemaker to feature small production, new releases and winery-exclusive wines *20% discount on bottle and case purchases *25% discount on Shipment Wines and re-orders made within 21-day re-order period</p>	<p>Cellar Door Case Club *Average price per shipment \$250.00-\$300.00 (with discount, excluding tax & shipping) *Three (3) shipments per year: February, May & October *Includes three (3) bottles of four (4) red and white wines *Pre-selected by Winemaker to feature small production, new releases and winery-exclusive wines *Discounts on events tickets *20% discount on bottle and case purchases *25% discount on Shipment Wines and re-orders made within 21-day re-order period</p>	<p><i>Included in membership for ALL Cellar Door members:</i> -Complimentary tastings in the main Tasting Room for member and up to three (3) guests. No reservation required. -Complimentary private tastings in the Peak Room for member and up to three (3) guests with prior appointment -Complimentary Pick Up Pairing events featuring shipment wines, food pairings, live music, and more over three (3) weekends per year (Feb, May, October) -Wine offers throughout the year with additional savings to combine with member discounts -Geyser Peak logo re-useable fabric wine tote - Loyalty and Referral reward programs - Discounts at local hotels</p>	<p> PEAK Club * Limited membership. Waiting List may apply * Requires a four (4) case minimum purchase commitment within 12-month period (from date of sign-up) * 30% discount all bottle and case purchases * Customize ALL your case purchases with YOUR wine selections from our Peak Wine List * All case purchases shipped for \$15.00 shipping fee year-round (FedEx Ground, select states only) * Four (4) complimentary Wine & Cheese Pairing tastings * Four (4) Wine & Cheese Pairing tastings certificates to gift * Highest level of discount on events * Private tastings in the Peak Room for member and up to 8 guests (by prior appointment) * Complimentary Concierge Service * Special PEAK Member wine offerings throughout the year</p>
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Privacy and Cookie Policy

Please visit <http://www.accolade-wines.com/privacy-policy> for full policy information.

- 1. How to Change your Personal Information:** You can update your personal information by contacting us at wineclub@geyserpeakwinery.com. Your profile will be updated immediately.
- 2. Ordering through the Online Store:** Placing an order at the Geysers Peak Online Store is fast, easy and secure. We are committed to protecting your privacy and the security of your personal information. The personal information you submit with an order is treated as confidential information and it will not be distributed, traded, sold, or rented to anyone. We employ other companies to perform certain functions on our behalf, such as fulfilling orders and delivering packages, and these companies have will not have access to your credit card information. When you order from the Online Store, we will collect personally identifiable information from you. If you order one of our products or services, the Online Store will collect and maintain your name, email address, billing and shipping address, telephone number, date of birth, product selections, order number, and order information. Before confirming your order you will have the opportunity to review the product order form and make changes and additions to the information it contains. The information you submit will only be used to process your order and to provide a more effective and personalized shopping experience.
- 3. Internet-related information:** We collect IP addresses for the purposes of system administration, to gather broad demographic information, and to monitor the level of activity on our Site. We collect information from visitors to our Site regarding the referring URL, your IP address, which browser you used to come to the Site, the country, state, the pages of our Site that you viewed during your visit and any search terms entered on our Site. We track customers' traffic patterns throughout their online sessions, including which pages a customer views while using the Site. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our servers and software and to administer our Site. We may share aggregated statistics about pages viewed on our Site and sales and other shopping information with third parties.
- 4. Personal Information:** If you provide information about yourself by registering on a page, by filling out a survey, or otherwise by voluntarily telling us about yourself or your activities, we will collect that personal information for Accolade Wines North America, Inc.'s own internal use. See below for more detail on what happens to your personal information when you place an order at our Online Store. Except as may be necessary to fulfill your order, only designated and authorized Accolade Wines North America, Inc. sales and marketing employees will use the information you and other visitors give us in connection with their duties and for the purposes of identifying consumer preferences, improving our products and services and the content of this Site. When you give us your first and last name, birthdate, email, day and evening telephone numbers, or postal address, we may contact you by email, regular mail, or telephone periodically with information about our new products and services, special offers, upcoming events and changes to this Site. If you do not wish to be contacted by all or any of these methods, you may let us know by sending an email message to us at wineclub@geyserpeakwinery.com. Please be sure to give us your exact name and address so we can be sure that we remove your name from our lists.
- 5. Sharing Information:** We are not in the business of selling information about our customers except in the limited circumstance set out below. We engage other companies to perform certain functions on our behalf, such as fulfilling orders, delivering packages and services related to the design, maintenance and improvement of this Site and our database. These companies have access to your personal information. Otherwise we may share your information only to the extent necessary to comply with applicable laws, police investigations, or in legal proceedings where such information is relevant. If you do not want us to share any of your personal information with our affiliates and business partners, then please let us know by contacting us at wineclub@geyserpeakwinery.com. By purchasing and accepting wine club shipments you are agreeing to the Terms Of Wine Club Membership and you are providing us your consent to share your personal information with our affiliates and business partners with whom we have joint marketing arrangements. Geysers Peak and Accolade Wines North America, Inc. may assign, sell, license, or otherwise transfer to a third party under conditions requiring the confidential treatment of such information, your name, address, email address, member name and any other personal information in connection with an assignment, sale, joint venture, or other transfer or disposition of a portion or all of the Geysers Peak service, or the assets, business or stock of Peak Wines International.
- 6. Where do we store your personal information:** Your personal information will be kept in a secure database held on servers kept in a physically and technologically secure environment, accessed only by authorized personnel or contractors who are bound to keep your information confidential. Although we will use all reasonable efforts to safeguard the confidentiality of any personal information collected, we will not be liable for disclosure of personal information obtained due to errors in transmission or the unauthorized acts of third parties.
- 7. User Name and Password:** You are responsible for maintaining the confidentiality of your user name and password. You shall be responsible for all uses of your membership, whether or not authorized by you. You agree to immediately notify Accolade Wines North America, Inc. of any unauthorized use of your user name or password.
- 8. Cookies:** When you visit this Site, we leave a "cookie" in the memory of your Web browser. The site will only function properly if cookies are enabled. GeysersPeakWinery.com uses cookies to authenticate you as a user and display content that is relevant and persistent to you. Cookies are very small files that store information about your visit to and use of this Site. Most major commercial Internet sites use them and they make your Internet-surfing more useful and less time-consuming for you because they store information that is reusable each time you visit this Site, such as birthday and other preferences you have chosen to share with us. Cookies cannot access and read the files on your hard drive and cannot be used as a virus. They do allow us to provide information and products that are more meaningful to you without asking you the same questions every time you visit us. You may get cookies from our advertisers. We cannot pre-screen these cookies since they come directly to you from other sites. We hope you will want the better service that cookies allow, but if you prefer, you can set your browser to refuse cookies. However by doing that, you will not be able to access GeysersPeakWinery.com.



How to enable and disable cookies:

Microsoft Internet Explorer 5.0

1. Select Tools -> Internet Options and click on the "Security" tab.
2. The default selection, "Medium", supports cookies, but you can click on the "Custom Level" button to check. Scroll down until you see the word "Cookies" and verify that the radio button next to "Enable" is selected in both options.
3. Select the "Disable" radio button next to the two options to disable cookies.

Netscape Communicator 4.0

1. Choose Edit -> Preferences and click on the "Advanced" option.
2. Select the radio button next to "Accept all cookies" and click "OK".
3. To disable cookies select the radio button next to "Disable cookies" and click "OK".

All other browsers please consult your documentation or online help files.

How to contact us: If you need information or have any questions about this Privacy Policy, you may contact us via email at wineclub@geyserpeakwinery.com, or at:

Geyser Peak Winery
Privacy Policy
22281 Chianti Road
Geyserville, CA 95441.

We reserve the right to change or update this policy at any time by posting a notice that we are changing our privacy policy or by sending an email message to previously registered visitors. This policy is effective as of June 2012.

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