

REGULATIONS FOR THE "BORA ART CONTEST"

To celebrate its 75th anniversary, CAMPAGNOLO S.r.l., Via della Chimica No. 4, Vicenza, share capital € 15,600,000, registered in the Company Register of Vicenza, reg., tax and VAT No. 01270200247, is organizing the above competition with the following characteristics:

Area

International

Duration

From 21.05.2007 to 15.01.2008 (the first, second and third prize-winners will be decided by 31.01.2008).

The following periods are envisaged:

- from 21.05.2007 to 14.09.2007, online registration and upload of entries;
- 15.09.2007 to 20.09.2007, judgement of the entries (which have arrived by 14.09.2007) by the jury with the selection of 10 finalists;
- from 21.09.2007 to 15.01.2008, online voting to select the top three from the ten finalists.

Eligibility

Anybody who visits the www.boraart.campagnolo.com website from 21.05.2007 to 14.09.2007.

Prizes

- 1st prize: Racing bicycle with Chorus groupset and Bora wheels, commercial value 4,500 euro
- 2nd prize: Racing bicycle with Centaur groupset and Eurus wheels, commercial value 2,500 euro
- 3rd prize: Racing bicycle with Mirage Flat Bar and Vento wheels, commercial value 1,100 euro

Participation and Execution Procedure

Anyone who visits the www.boraart.campagnolo.com website on the internet will be able to register their details and take part in the competition up from 21.05.2007 until 14.09.2007.

Participants are requested to create a decoration to customize the graphics of Bora wheels.

Participants will be able to view and download the kit with the necessary material, i.e. a table with the outline of the Bora wheel to scale, with the surfaces on which the graphics can be applied: side view.

The table, in an A3 colour RGB Jpeg digital format, will be the basic file to work on. The interpretation must be original and creative and it will be judged by a special jury on this basis. The entries must be flexible for various two-dimensional applications (stickers) and can be drawn using the participants' preferred techniques.

The image of the completed table must be sent exclusively to the website by uploading the file in Jpeg digital format (.jpg extension) or PDF digital format (.pdf extension) with a maximum size of 2Mb and with the same dimensions as the original table.

Each participant is responsible for the contents of his/her interpretation and, by submitting it, guarantees that the image contained in it is not protected by copyright.

Each participant also declares that he/she owns all the rights for the use and exploitation of the decoration and of any associated image that will be used for the purposes of the contest, and shall grant Campagnolo srl the above-mentioned rights for the graphics and for all the Campagnolo 75th anniversary communications activities/events and for any other use, including commercial exploitation, which Campagnolo may decide to make of them in the future.

The 10 finalist entries will be published online on the www.boraart.campagnolo.com website and real versions will be exhibited at fairs in the sector.

No image whose content is deemed not to be consistent with the theme of the initiative or to be offensive and/or detrimental to public decency will be accepted and the organizers' judgement is final.

Participants can register once only and send their entries by 14.09.2007.

Evaluation of the Entries and Selection of the Finalists

All the entries sent to the www.boraart.campagnolo.com website shall be evaluated by a jury from 15.09.2007 to 20.09.2007, on the basis of the image's originality, and 10 finalists will be selected. The panel will be composed of members of the Bora Art team, including:

- the Campagnolo Marketing & Communications Director
- the Campagnolo Art Director
- the Creative Director of Campagnolo's Advertising Agency.

10 finalists will be selected from all the participants in compliance with the above; their names will be published online from 21.09.2007 and their entries will be included in the Concept Lab Section of the website.

The appointed notary or Chamber of Commerce official will draw up the minutes of the selection procedure, stating the names of the ten finalists and the reasons why they have been selected. The personal details and the portfolios of the ten finalists will be posted online at www.campagnolo.com.

Voting

It will be possible to vote from 21.09.2007 to 15.01.2008 incl. to choose the winner from the ten finalists.

Therefore users who visit the www.boraart.campagnolo.com website from 21.09.2007 to 15.01.2008 will be able to vote for their favourite finalist.

Voting will be controlled electronically.

It will be possible to vote only once. Any double votes will not be registered by the system.

Identifying and Publishing the Names of the Winners

The classification for identifying the top three who will be awarded the above-mentioned prizes will be certified by the appointed notary or chamber of commerce official by 31.01.2008. The names of the first three will appear in www.boraart.campagnolo.com. If several participants receive the same number of votes the one who received the first vote will prevail.

The competition winner's intellectual paternity of the customisation of the Bora graphics will be recognized.

The rights for the use of the image will remain the exclusive property of Campagnolo, for any use and with any means of communication.

If one of the three winning graphics goes into production, Campagnolo will have the option of modifying it for the purposes of its use, while the creator shall be available for cooperation with Campagnolo Marketing & Communication Management for the realization of the executive study.

Execution and Guarantees

The first three classified in the competition will be notified by phone and email.

Once informed, they will have 30 days from the notification date to notify their acceptance of the prizes in writing.

The prizes will be given to those entitled to them within 180 days of the end of the event.

Campagnolo declares that it will not avail itself of the right to claim the withholding tax – amounting to 25 percent of the prize value – from the winner.

Advertising

An advertising campaign is planned by means of banners and advertisements on the www.boraart.campagnolo.com and www.campagnolo.com websites.

Advertising in specialized magazines is also planned.

The competition regulations can be viewed on the www.boraart.campagnolo.com website.

Declarations

The Company declares that:

- it will not be responsible for publishing any images not belonging to the person sending them;
- any unassigned prizes after the final vote will go to the following charity: OBM – Children’s Hospital of Milan, Via Castelvetro n. 32, Milan.
- personal data will be treated in compliance with the Italian Leg. Decree No. 196 of 30 June 2003 “Personal Data Protection Code”. The data controller is Campagnolo S.r.l. Data may be used in the future to send information regarding commercial initiatives and announcements of new products, services and offers, both by Campagnolo and affiliated and/or controlled companies and commercial partners, to send information regarding any of Campagnolo’s promotional activities and to send commercial information via e-mail or SMS.

The user shall have the rights provided for in art. 7 of the Code with regard to the protection of personal data and in particular the right to obtain: confirmation that his/her data do or do not exist and obtain them; the indication of their origin, and the updating, correction, integration and deletion of said data. The user has the right to veto the use of his/her data for valid reasons. In any case, he/she has the right to oppose the use of his/her data for the purpose of sending any advertising material or direct mailing or for market research or commercial communications. To enforce these rights the user can send a request to **CAMPAGNOLO S.R.L.**, registered office in Via della Chimica n. 4, Vicenza, Italy, which is the data controller. Participation in the competition implies express authorization to use the data for the above purposes.