

Simayof Diamond Cutters & Jewelers Customer Appreciation Giveaway Rules and Regulations

Participation in the Giveaway constitutes acceptance to be bound by these rules. To be eligible, you must make a purchase at any Simayof store or online at Simayof.com between Wednesday April 7th and Wednesday May 26th. The Giveaway is open to all legal residents of the United States and subject to all federal, state, and local laws. Void where prohibited by applicable law. To be eligible, you must be at least 18 years of age.

There will be a total of three prizes awarded during the Giveaway period. Each prize winner will receive tickets for two Orchestra Premium seats at the June 5th performance of the Faust at SF War Memorial Opera House, starting at 7:30 pm. Tickets include a complimentary champagne reception at intermission in the North Box Bar.

Prize winner is solely responsible for all expenses relative to acceptance / use of prize that are not specified herein, including transportation to and from the event venue. The prize must be accepted as awarded with no substitution. It cannot be redeemed for cash.

Giveaway Period:

The Giveaway promotion period will run for approximately seven weeks. The beginning and end dates for each Promotion Period are set forth as follow:

Entry Start Date: 12:01 am PST, 4/7/2010;

Entry End Date: 11:59 pm PST, 5/26/2010.

Simayof's computer shall be the official clock for purposes of the Giveaway.

How to Enter

To participate in the Giveaway, make a purchase at any Simayof retail store or online at Simayof.com within the promotion period. To be eligible, you must submit the following required information: full name, address, valid email address, and phone number. Entrant may enter more than one time during the promotion period, based on the number of purchases they make. Winners may be required to sign an affidavit of eligibility as a condition of delivery of a prize.

The prize winners will be selected in a random draw from among all eligible entries received during the promotion period. Odds of winning depend on the total number of eligible entries received. The random draws will be held on or around 5/28/2010.

Prize

Three pairs of tickets for two Orchestra Premium seats at the June 5th performance of the Faust at SF War Memorial Opera House, starting at 7:30 pm will be issued to the winners. The tickets include a complimentary champagne reception at intermission in the North Box Bar, for a total value of approximately \$1,000 each pair.

Tickets will be available for pick-up in the same store winner made the purchase, or, if purchase was made online, tickets will be mailed to the address provided at the time of entry.

Winner Notification: Selected winners will be notified soon after the drawing. Winner will be first contacted by the telephone number provided and by the e-mail address, secondarily. If the selected entrant does not respond to prize notification within two calendar (2) days, or if the selected entrant does not comply with these Rules, that entrant will be disqualified and will forfeit any right to the Prize (without compensation of any kind) and another entrant will be selected. Simayof is not responsible for failure for any reason whatsoever of selected entrant to receive notification.

Winner must present a valid identification, including a driver's license, U.S. passport or valid state ID card. Failure to present a valid ID at the time of redeeming Prize disqualifies entrant. If this is the case, Simayof has the right to draw a new winner from the total entries.

The selected entrant will be required to complete a Prize Claim Form confirming compliance with the Giveaway Rules and acceptance of the prize as awarded.

Simayof is not responsible for any injury or damage to entrant's or any other person's computer system, property or anything stored on or related thereto as a result of participation in, or otherwise in connection with this Giveaway. By participating, entrant releases and agrees to hold harmless Simayof Diamond Cutters and Jewelers, its directors, officers, employees, representatives and agents from any and all liability for any injuries, losses or damages of any kind that result from acceptance, possession, and/or use of the prize and participation in this Giveaway.

By participating in this Giveaway and accepting the price, the prize winner acknowledges having read and accepted these Rules. Winner authorizes Sponsor to announce and publish (and/or otherwise use for purposes of advertising/ trade/ promotion) his/her name) on Simayof.com without further compensation or notification.

Failure to comply with the Rules & Regulations or to timely sign and return the Prize Claim Form will result in disqualification and another entrant will be drawn from the remaining eligible entries received.

Sponsor is not responsible for error, omission, interruption, deletion, delay in operation or transmission or unauthorized access to or alterations of entries, or for technical, equipment, network, electronic, computer hardware or software malfunction or inaccurate transmission of or failure to receive entry by Sponsor, even if it affects ability to enter this Giveaway. Sponsor is also not responsible for late, lost, incomplete, stolen, misdirected, delayed, damaged, illegible or postage due entries. All entries become the property of the Sponsor. If, for any reason, the Giveaway is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes (natural or not) which Sponsor, in its sole opinion, deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of the Giveaway, Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Giveaway. In

such event, notice will be posted at Simayof.com. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Giveaway. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the Giveaway or to be acting in violation of these Rules & Regulations.

GOVERNING LAW, EXCLUSIVE VENUE, MISCELLANEOUS

Entrants agree that by participating in the Giveaway, all disputes, issues, and questions concerning the construction, validity, interpretation and enforceability of these Rules, shall be governed by, and construed in accordance with, the substantive laws of the California applicable therein and all claims or lawsuits shall be brought exclusively in a court in San Francisco, California. If any provision of the Rules shall be unlawful, void or for any reason unenforceable, then that provision shall be deemed severable from the Rules and shall not affect the validity and enforceability of any remaining provisions..

PRIZE CLAIM FORM

By accepting the prize, I, _____, acknowledge that I have completely read the Simayof Diamond Cutters & Jewelers Customer Appreciation Giveaway Rules and agree to be bound by its terms. I have fully complied with all Giveaway Rules and entry requirements.

Date _____

(signature)