

HILLGROVE PR

25th April 2013

Trudie Styler
Lake House Organics Ltd.,
Mill Cottage
Wilsford cum Lake
Nr. Salisbury
SP4 7BP

Office:
Mobile:
Email: *****

Dear Trudie,

AGREEMENT BETWEEN IL PALAGIO AND HILLGROVE PR FOR PUBLIC RELATIONS SERVICES

This agreement is to formally propose that Hillgrove PR be appointed as the public relations specialists that coordinate and promote Trudie Styler/Il Palagio from Monday 30th April 2012.

BACKGROUND

Il Palagio products has assumed a special place in the wine and specialty market, based on the appeal of a well-known and respected celebrity couple producing products in traditional Old Country ways at a restored Tuscan estate. The estate and its products have captured the imagination of wine connoisseurs and specialty food aficionados.

In 1999, when Trudie Styler and Sting came across the Il Palagio estate in the Italian region of Tuscany, it had fallen into a state of disrepair. Sting and Trudie restored the Estate and accompanying farmland to its former glory and set about growing products traditional to the region.

The wine, olive oil and honey being produced on the estate is classic of the region-- traditional Tuscan Wines, where grape vines have been grown since the 1500's; olive oil produced from centuries old trees; and honeys, each with a distinctive flavor and floral notes.

These products, being produced in traditional ways by one of the world's most intriguing couples, are ready for their next stage of success. In addition, with 10% of profits from the sale of the products going to Sting and Ms. Styler's favorite causes, it allows purchasers to partner with its producers in helping charitable causes.

Much of the media coverage about these products has focused more on the owners than on the products themselves. Hillgrove PR will use the existing cachet of Il Palagio Products that has been created through the renown of its owners, to gain media presence to promote the products' in their own right, increasing knowledge of the products and its sale. We will begin to move toward promoting the products in their own right, and away from using interest in the owners to begin discussions of the products.

Hillgrove PR will build a variety of narratives that will invigorate and inflate media coverage. Our approach to PR involves both proactively attacking existing stories by creating opportunities for expert comment and also being proactive and somewhat forthright with self-generated narratives. This approach ensures that Hillgrove PR will allow Il Palagio Products to exceed expectations, creating and maximizing publicity opportunities. We have always achieved a higher rate of results than our competitors. We have strong relationships with senior editorial staff in all news organizations.

We don't just tell the obvious, 'profile piece' story. We are extremely creative and have an aptitude for constructing 'dramatic reality' within the media environment that has a build effect. This will greatly assist in shaping Naked Wines' media 'personality' which will give you long term healthy media exposure.

OBJECTIVES

We will ensure that Il Palagio and Trudie Styler achieve a high profile across the UK Media and International Media.

We will obtain:

- Placement in the press of news stories about or including Il Palagio products
- Social/City Diaries with coverage of talking points about the Il Palagio brand
- Interview opportunities for Trudie Styler to discuss Il Palagio across a variety of printed, broadcast and online media
- Feature articles in print and online about Il Palagio and its products
- Columns: Opportunities for Trudie Styler to offer knowledge and opinion in areas of knowledge/interest relating to Il Palagio and its products
- Opportunities for Trudie to be called upon by the media to provide comment on applicable news.

APPROACH

Our PR strategy for Il Palagio / Trudie Styler will focus on creating content/narratives around the following areas:

We will use the interest in Il Palagio/Trudie Styler/Sting to create a desire in the media for discussing the products in general media, wine media, specialty food media and lifestyle media.

As our PR program matures, we will move away from interest in the owner driving media coverage, toward creating media interest in the wine, olive oil and honey in its own right.

We will present Il Palagio as a modern business using old world ideas and techniques to produce traditional high-quality, limited-quantity Tuscan products.

Hillgrove PR will use the agreed media/narrative strategy to pro-actively place stories and information about Trudie Styler and Il Palagio across all relevant media genres. We will take a zealous approach to news creation. We will identify key dates within the news calendar which we will utilise to position Trudie Styler for expert comment/opinion across all media – broadcast, print and online.

We will excite interest in the company from business/enterprise publications and relevant press sections, creating opportunities that span news items, features, consumer articles, business profiles and diary pieces.

We will generate traction across media sectors with regards to Il Palagio's business connections to raise the company's profile by association and enhance credibility. These stories, whether news pieces, general interest features or case studies, will serve to improve relevance of the company for audiences whose interest will be increased by the inclusion of respected company names.

We will obtain broadcast appearances for Trudie to further the promotion of Il Palagio, one outlet which has been neglected so far. In addition, we will identify ways to utilize social media to enhance Trudie and Il Palagio.

MEDIA

The focus of media coverage includes UK National press (Daily Mail, Daily Express, The Daily Telegraph, Sunday Telegraph, The Times, Sunday Times, The Guardian, The Observer, The Independent, The Independent on Sunday etc.) and their weekend magazines / supplements (ES Magazine, Guardian Weekend, Sunday Times Style etc.); UK business press (e.g. Financial Times, City AM); business, enterprise and marketing publications (MoneyWeek, Real Business, Business XL, Intelligent Enterprise, Marketing Week, Campaign, Brand Republic, Social Enterprise etc.); Television (CNN, CNBC, Bloomberg TV, GMTV, Sky News, BBC News 24, Channel 4 News etc.) and Radio (e.g. BBC Radio 4). We will also target European, South East Asian and USA news organizations such as Bloomberg, Reuters and Dow Jones. Other focus will be on specific publications such as Wired and iPhonelife.com.

MEASURABLES

Key Performance Indicators:--We will provide press cuttings of articles published which arise from efforts of Hillgrove PR. These press cuttings will contain: the article source, the reach of the traditional or digital media source, its page number, size of the article and the overall advertising price for an article of that size and position within the publication. The cuttings will illustrate the amount of press that you are receiving through Hillgrove PR and our cost-effectiveness compared to other marketing routes such as general advertising.

Hillgrove PR will also provide you with two monthly reports. These are:

Media Status reports—This report contains details of information provided by Hillgrove PR to all journalists; this includes all of our copy sent and news reaction commentary. It also shows active and on-going conversations that we have with journalists and thus, the media Trudie Styler and Il Palagio are likely to appear in over the forthcoming days.

Monthly Coverage reports--This report is an index listing all of the press opportunities created and their overall public reach. The advertising value of these press opportunities are also listed to show you the true value of working with Hillgrove PR. Included within this report are print outs of all press cuttings so that you have a hard copy of all Hillgrove PR's achievements.

The media attention that we will create for Il Palagio will increase the amount of your website traffic, customer visits and purchases, which will also be shown in this report.

Account Manager--An account manager will be appointed from Hillgrove PR to answer any questions on current and future activities for Trudie Styler and Il Palagio. This will enable you to know what we are doing on your behalf at all times.

Media Visits--Hillgrove PR will arrange press days during which we will accompany you to interviews with journalists. We accompany you to these events to ensure that the correct image of Il Palagio is given and guided to ensure that the journalist will publish a positive piece on your company. We will also provide journalists with areas in which you may be called upon to provide comment.

HILLGROVE PR BACKGROUND

Hillgrove PR represents business people's personal publicity alongside the public relations brief for companies and brands. Clients have included Dragon's Den's James Caan, Duncan Bannatyne OBE and Simon Woodroffe OBE. Hillgrove PR works with Sting & Trudie Styler and promotes a number of their business interests including Il Palagio estate in Italy, Lake House Table and The Bag Issue. Hillgrove PR was credited with the turnaround of Britain's favourite restaurant chain Little Chef and engaged Heston Blumenthal to create a new menu and the Channel 4 television series 'Big Chef, Little Chef'. Hillgrove PR worked with US Film Director Oliver Stone on his UK investment Global Data Centre Management creating global press coverage. Through an initial six-month engagement with Hillgrove PR many clients typically see between 7-15% increases in turnover. This has been the case with Yo! Sushi, Champneys Health Resorts, Little Chef, Charles Tyrwhitt Shirts and numerous other clients. In some cases clients have seen 200-400% increases in revenues, particular companies in early stages. Hillgrove PR represents personal PR for key company executives and Corporate PR for businesses. Importantly Hillgrove PR also function as 'off radar' corporate publicists using high level contacts across the media spectrum to engineer massive editorial coverage for clients in way that none of our competitors are equipped or able to achieve.

LIAISON

Our principal point of contact is with Trudie Styler.

PROFESSIONAL SERVICES AND OBLIGATIONS

Hillgrove PR's primary objective shall be to facilitate the creation of positive public awareness for Trudie Styler and Il Palagio. Hillgrove PR agrees to use its best efforts to promote Il Palagio interests and will endeavour in every way to make Il Palagio public relation program successful.

Hillgrove PR shall:

Work with Il Palagio in all areas concerning the media. Hillgrove PR will prepare a press kit, and will write and distribute press releases subject to prior review and approval by Il Palagio. Hillgrove PR will be responsible for initiating contacts with the press, will arrange and monitor interviews, will respond to press inquiries and will target press and media sources in the relevant market segments. Hillgrove PR shall keep Il Palagio principals apprised as to all press contacts.

Spokesperson: A major function of our brief will be to act as the 'Trudie Styler/Il Palagio official spokesperson in brokering news coverage, interviews and appearances. We will attend a number of face-to-face meetings with editors and their journalists to ensure that both Trudie Styler and the brand are granted strong representation in all media types.

Personal Assistance: As Trudie Styler's full time publicist and PR resource, we will be available for her at all times during the contracted period for any and all publicity matters whatsoever. We will deal swiftly and promptly with any issues and queries related to the brief.

Clippings: We will provide a comprehensive digital clippings service within the same monthly fee unless that fee is above £100 (including VAT) per month.

Seek to promote the Il Palagio name and reputation, and profile through civic/community involvement targeting specified not for profit organizations and civic leaders.

Sign-off: All press releases and other information generated by our team will be submitted to Trudie Styler for fact-checking, approval and final sign off before being distributed to the media.

SPECIAL SERVICES

In addition to the professional services listed in the paragraph above, Hillgrove PR may provide additional services for projects and special events (such as press receptions) as

requested by Il Palagio. Before special services are undertaken, Hillgrove PR and Il Palagio will agree on how Hillgrove PR will be compensated for these special services.

TERM

The term of this Agreement shall be for a period of 1 month rolling contract commencing on 23.04.201.

REMUNERATION

We work on an hourly charge out rate, but we are prepared, having taken into account the workload, to work with you on this assignment on a blended basis with a capped monthly fee of £**** (plus VAT). Inevitably, we will spend a lot longer on your project than is included within this budget; therefore this is the most cost effective option.

Hourly rates are:

| | |
|------------------------|------|
| - Richard J. Hillgrove | £325 |
| - Lois Hillgrove | £225 |
| - Natalie Arrowsmith | £200 |
| - Hannah Summers | £180 |
| - Tanya Perry-Smith | £180 |
| - Neil Champken | £180 |
| - Chris Cavill | £180 |
| - Rosie Palmer | £180 |

In addition to the base rate of £**** per month plus VAT we would require further payment for any speaking or other engagement that the client undertakes as arranged by Hillgrove PR, valued at 20% of the overall fee that the client receives.

PAYMENT OF INVOICES

The fee is payable as a bank transfer monthly in advance. Funds must be cleared in our account one day prior to the start of each contracted month.

Bank transfer details are as follows:

Land of the Long White Cloud Limited.

Barclays Bank.

Sort. 20-13-42

Account. 6397 3565.

OUT OF POCKET EXPENSES

The fees are inclusive of all out of pocket expenses with the exception of foreign travel expenses (flight, transfers, hotel, and £60 per day food allowance). Il Palagio agrees to

reimburse Hillgrove PR for these out of pocket expenses as long as they are agreed beforehand.

CONFIDENTIALITY/TRADE SECRETS

It is understood that those at Hillgrove PR may become privy to trade secrets and other confidential information belonging to Il Palagio. Hillgrove PR shall only use this information with Il Palagio expressed consent and in connection with Hillgrove PR's performance of its obligations under this Agreement. Hillgrove PR shall not be liable to Il Palagio for any damages as a result of any information obtained by third parties as a result of negligence by Il Palagio, its principals, officers, employees, agents or others acting at the request of Il Palagio. Upon the termination of this Agreement, or upon the written request of Il Palagio, Hillgrove PR shall return or destroy any written confidential material.

The Confidential Information to be disclosed can be described as and includes:

Invention descriptions, technical and business information relating to proprietary ideas and inventions, ideas, patentable ideas, trade secrets, drawings and/or illustrations, patent searches, existing and/or contemplated products and services, research and development, production, costs, profit and margin information, finances and financial projections, customers, clients, marketing, and current or future business plans and models, regardless of whether such information is designated as "Confidential Information" at the time of its disclosure.

The Recipient agrees not to disclose the confidential information obtained from the discloser to anyone unless allowed or if required to do so by law.

If any of the provisions of this Agreement are found to be unenforceable, the remainder shall be enforced as fully as possible and the unenforceable provision(s) shall be deemed modified to the limited extent required to permit enforcement of the Agreement as a whole.

AMENDMENT AND/OR ASSIGNMENT OF AGREEMENT

The parties agree that this Agreement encompasses all of the terms and conditions as negotiated and agreed to between the parties. The Agreement shall not be amended, assigned or transferred unless agreed to in writing signed by both of the parties.

INDEMNIFICATION

Hillgrove PR agrees to indemnify and hold Il Palagio; harmless from and against any and all claims, suits, liabilities, losses, awards, judgments and expenses (including reasonable attorney's fees) resulting from acts of Hillgrove PR not authorized by Il Palagio or negligent acts of Hillgrove PR.

Il Palagio agrees to indemnify and hold Hillgrove PR harmless from and against claims, suits, liabilities, losses, awards, judgments, and expenses(including reasonable attorney's fees) relating to Hillgrove PR using or furnishing to others information, reports, or data forwarded or provided to Hillgrove PR by Il Palagio.

JURISDICTION

The laws of England and Wales shall control and be binding on this Agreement.

TERMS AND CONDITIONS AGREED BY:

A handwritten signature in black ink, appearing to be 'Richard Hillgrove', written in a cursive style.

Richard Hillgrove
Hillgrove PR
Founder and Director

Trudie Styler
Il Palagio
Founder

If you are in agreement and wish to proceed please sign this letter and fax it back to:
020 7025 8100 or scan it and email to thomas.welch-ratcliff@hillgrovepr.com.

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