

## **“Luke Bryan Spring Break Sorority Contest”**

1. NO PURCHASE NECESSARY. Void where prohibited. The “Luke Bryan Spring Break Sorority Contest” (the “Contest”) is open to legal U.S. residents who are at least 18 years old by February 15, 2013, excluding residents of Alaska, Hawaii, New York, Florida, Puerto Rico, and/or Rhode Island. Employees of the Sponsors (as defined below) and their immediate families, their IRS dependants, and members of their same households are ineligible. Anyone who attempts to defraud or in any way tamper with the Contest will be ineligible.

HOW TO ENTER: Contest begins February 15, 2012 and ends March 7, 2013, at 11:59:59pm (CST). There are two methods of entry.

Mobile/Internet: To enter, text your sorority keyword to 66937. For a complete list of the sorority keywords, visit [www.LukeBryan.com/SpringBreak](http://www.LukeBryan.com/SpringBreak). You will receive a text notification that your Entry has been submitted.

Mail Entry: Handwrite your name, address, telephone number, email address (optional), sorority name and birth date on a postcard and mail it to "**Luke Bryan Spring Break Sorority Contest**", **Universal Music Group Nashville, 401 Commerce Street, 11<sup>th</sup> Floor, Nashville, TN 37219**. All mail-in entries must be mailed separately, postmarked by March 7, 2013 and received by March 08, 2013. Any form of entry other than those described herein is void.

2. SELECTION AND NOTIFICATION OF WINNERS: The sorority with the highest number of votes will be announced on March 08, 2013 (live voting results are displayed on [www.LukeBryan.com/SpringBreak](http://www.LukeBryan.com/SpringBreak)). Odds of winning depend on the number of eligible Entries received among the participating sororities. The Winning sorority will be notified by text message and announced on LukeBryan.com. Entrants may submit more than one Entry. Entrants agree to be bound by the Official Rules and any and all decisions of the Sponsors, which are final and binding in all respects.

3. PRIZE(S):

One (1) First Prize: The winning sorority will be invited to an exclusive Meet and Greet with Luke Bryan in Panama City, FL at a location to be selected by Sponsors in their sole discretion. Time and location to be determined, but will tentatively be on Tuesday, March 13, 2013. Winning sorority members must be a registered member of the sorority. Approximate Retail Value – \$1.

Winner is responsible for all expenses pertaining to attending the Meet & Greet, including, but not limited to, meals, gratuities, transportation, lodging and phone calls. No change or substitution of prize is permitted except at Sponsors' sole discretion. If persons in winning sorority are under 19 in AL or NE or under 21 in

CO, MS, PA or WV, or under 18 in any other state, Winner must be accompanied by parent or guardian.

4. **PRIZE LIMITATIONS:** All expenses not specifically included in the prize as described in these Official Rules are hereby excluded. Winner may not substitute another prize or receive a cash equivalent. Sponsors, at their sole discretion, may substitute a prize or cash of equal or greater value for any reason. Any depiction of prizes is for illustrative purposes only. Contest is subject to these Official Rules and all applicable federal, state and local laws. Winner is solely responsible for all taxes on prizes. Sponsors are not responsible for delay in prize delivery.
5. **LIMITATION OF LIABILITY:** By entering the Contest, each entrant releases the Sponsors, participating stores, their advertising and promotion agencies, and any agents involved in the development, production or handling (including prize suppliers), implementation and distribution of this Contest, and their respective parent companies, affiliates, subsidiaries, service providers, officers, employees and any other person/entity associated with the Contest (collectively, the “Contest Entities”) from any and all liability for losses/injuries/expenses of any kind (including, without limitation, property damage, personal injury and/or death) resulting from participation in the Contest including acceptance and/or use/misuse of prize, or any typographical or other error in the printing, offering or announcement of any prize. By entering the Contest, entrant also grants Sponsors the right to use the Entry and entry information for marketing purposes to the extent permitted by law, and releases Sponsors from any claims or liability relating to such use. By submitting an Entry, each entrant represents that: (1) the Entry is original and all rights thereto are owned entirely by the entrant, (2) the Entry does not infringe the intellectual property rights of any third party, and (3) the Entry is not libelous and does not violate the rights of privacy or publicity of any third party. Entrants agree that none of the Contest Entities has made or is responsible for any representation or guarantee, express or implied, in fact or in law, relative to the prizes.
6. If for any reason the Contest cannot run as planned, Sponsors reserve the right to cancel/modify/suspend the Contest and conduct the contest from all salvageable entries received, if any. Contest Entities are not responsible/liable for multiple entries entered by other than human means or other mechanical means, or for entries that are late (including delayed data transmissions), illegible, mutilated, forged, tampered with, destroyed, incomplete, lost, misdirected, mechanically duplicated, mass machine printed, or postage-due, or entries otherwise not in compliance with Official Rules (and all such entries will be disqualified). Contest Entities are not responsible or liable for any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, or any combination thereof, or any damage to an entrant’s or third person’s computer and/or its contents.
7. **JURISDICTION:** Any claims or lawsuits related to the Contest brought against any Sponsor shall be brought in the federal or state courts of the State of New York. By

participating in the Contest, you agree to the jurisdiction and venue of such courts, and waive all objections to such jurisdiction and venue.

8. OFFICIAL RULES AND WINNERS LIST: For Official Rules/Winner List send (by April 1, 2013) a self-addressed stamped envelope to: Universal Music Group Nashville, Luke Bryan Spring Break Sorority Contest, 401 Commerce St., 11<sup>th</sup> Floor, Nashville, TN 37219. VT residents may omit return postage for Official Rules only.
9. SPONSORS: Universal Music Group Nashville, 401 Commerce St., 11<sup>th</sup> Floor, Nashville, TN 37219..