KENDRICK LAMAR FACEBOOK SWEEPSTAKES
Official Rules

1. **Conditions of Entry**: By entering the **Kendrick Lamar Facebook Sweepstakes** (the "Sweepstakes") and accepting the terms herein, you agree to be bound by the following rules ("Rules"), which constitute a binding agreement between you, on one hand, and Interscope Records, a division of UMG Recordings, Inc. ("Sponsor"), on the other. Sponsor and the website companies hosting and promoting the Sweepstakes, their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, and all of their agents, officers, directors, shareholders, employees, and agents are referred to individually and collectively as the "Sweepstakes Entities". These Rules apply only to the Sweepstakes and not to any other sweepstakes or contest sponsored by Sponsor or any division of Universal Music Group.

2. **How to Enter**: NO PURCHASE NECESSARY TO ENTER OR WIN. To enter, visit http://smarturl.it/KendrickCanvas and click the **"Share"** button. Entries must be received between October 10, 2013 12:01 a.m. PT and October 17, 2013 11:59 p.m. PT (the "Sweepstakes Period"). Automated entry attempts will be rejected and may result in disqualification. Entrants must register for a Facebook account to enter. If you are not a registered member of Facebook, you may register for free at www.facebook.com.

   You may also enter by mail during the Sweepstakes Period by hand-printing the words "**Kendrick Lamar Facebook Sweepstakes"** on a 3" x 5" card and including your name, address, phone number, date of birth and e-mail address and mailing to: "**Kendrick Lamar Facebook Sweepstakes**", 2220 Colorado Avenue, Santa Monica, California, 90404. Limit of one (1) entry per person. Multiple entries using multiple accounts related to the same person will be disqualified. Entries generated by script, macro, bot, or other automated means will be disqualified. Any entry information collected from the Sweepstakes shall be used only in a manner consistent with the consent given by entrants at the time of entry and with Sponsor's On-line Privacy Policy, which can be found at: http://privacypolicy.umusic.com.

3. **Eligibility**: You must be a lawful **permanent resident of the United States** and be **at least 13 years old or older as of your date of entry**. If you are under the legal age of majority in your State of residence (a "Minor"), you certify that one of your parents or legal guardians must submit a signed, written statement that they have read, understood and agree to these Rules with your entry, and that such agreement constitutes acceptance of these Rules on behalf of you and themselves. Sweepstakes void in Puerto Rico, U.S. Territories and possessions, outside of the United States, and where prohibited by law. The Sweepstakes and any web site pages and advertisements relating thereto, are intended for viewing only within the United States. You are not authorized to participate in the Sweepstakes if you are not located within the United States. Employees and agents of Sponsor, The Universal Music Group and their respective affiliate, subsidiary, and parent companies, and advertising and promotions agencies and their immediate families (spouses, parents, siblings, children and their spouses) are ineligible to enter or win.

4. **Prize**: One (1) Grand Prize Winner ("Winner") will receive one (1) Kendrick Lamar canvas picture (Approximate Retail Value "ARV" of prize is $49.95). No transfer, substitution or cash alternative permitted, except by Sponsor in its sole discretion. If the winning entry was made on-line, the entry will be deemed submitted by the Twitter account holder associated with such entry, as solely determined by Sponsor. Delivery costs of the prizes, insurance, registration, taxes, and any fees or costs associated with the prize is the sole responsibility of the Winner. Prize is awarded "as is" with no warranty or guarantee, either express or implied. Winner agrees to look solely to manufacturer for any warranties on the equipment awarded.

5. **Drawing and Notification**: At the end of the Sweepstakes Period, Sponsor or its designee, whose decisions will be final, will select one (1) potential Winner in a random drawing from all eligible entries received during the Sweepstakes Period. The potential Winner will be notified by email within three (3) days of the drawing. If a potential Winner cannot be contacted within three (3) days after the first attempt to contact him/her, if he/she fails to sign and return the Affidavit (as hereinafter defined) within the required time period, or if he/she is otherwise ineligible to receive the prize, an alternate entrant will be selected in his/her place at random from among all remaining entries received. Such process shall be repeated until a Winner is found and the prize accepted.

6. **Winner's Affidavit**: Potential Winner will be required to sign an Affidavit of Eligibility, a Liability Release, a Publicity Release, a written version of these Rules and any additional documentation, waivers and releases that may be required (individually and collectively, "Affidavit") and return such Affidavit to Sponsor within three (3) days of receipt from Sponsor of such Affidavit. The Affidavit will require that the potential Winner provide his/her Social Security Number for tax purposes due to potential payments from Sponsor to the Winner and will be used solely for such tax purposes. The requirement for a publicity release shall be void where prohibited. The Affidavit will provide that by acceptance of the prize, the Winner releases the Sweepstakes Entities from any and all liability for injuries, damages or expenses sustained in connection with the Sweepstakes or with the receipt, ownership or use of the prize. Failure to sign the Affidavit may cause the Winner(s) to forfeit the prize. Failure of the Winner(s) to respond to notification and/or to complete and return the Affidavit within one week after sent to such potential Winner will be deemed a forfeiture of the prize and an alternate Winner will be selected from the eligible entries using the process outlined in paragraph 5 above.

7. **General**: This Sweepstakes is subject to all applicable federal, state and local laws. If any prize or prize notification is returned as undeliverable, prize will be forfeited and an alternate Winner will be selected. All federal, state or other tax liabilities (including income tax and vehicle registration) arising from this Sweepstakes will be the sole responsibility of the Winner. Except where prohibited by law **(and except in the case of a Minor)**, the Winner's entry and acceptance of the prize constitutes permission for the Sweepstakes Entities to use said Winner's name, photograph, likeness, statements, biographical information, voice, and address (city and state) worldwide and in all forms of media, in perpetuity, without further compensation. This Sweepstakes is subject to these Rules. By participating, entrants agree to be bound by these Rules and waive any right to claim ambiguity in the Sweepstakes or these Rules. Winner and entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities, and the officers, employees and agents of each, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes. Any person attempting to defraud or in any way tamper with the Sweepstakes will be ineligible for prizes and may be prosecuted to the full extent of the law. Odds of winning depend upon the number of eligible entries received by Sponsor.

8. **Limitations of Liability**: Sponsor, Universal Music Group, Sweepstakes Entities, any Internet access providers, their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, and all of their agents, officers, directors, shareholders, employees, and agents (collectively "Released Parties") disclaim any responsibility for incorrect or inaccurate entry of entry information, human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, inability to access any web site or download materials, damage to a user's computer system (hardware & software) due to participation in this Sweepstakes, or late,

lost, incomplete, misdirected or mechanically reproduced entries. If in the opinion of Sponsor, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of this Sweepstakes, or if technical difficulties compromise the integrity of this Sweepstakes, Sponsor reserves the right to terminate this Sweepstakes, and award the prize from among all eligible, non-suspect entries received as of the action requiring such termination. Any attempt to deliberately damage any web site or undermine the legitimate operation of the Sweepstakes is unlawful and subject to legal action by the Sponsor or its designees. Entrants agree to hold harmless the Released Parties from and against all claims and damages arising in connection with their participation and/or entry in this Sweepstakes and/or the awarding or use of any prize awarded.

9. **Collection of Information**: Sponsor will not sell, rent or otherwise transfer this information to any third party, nor will Sponsor use this information for marketing purposes without your consent. As stated above, the contest is not open to Minors under the age majority in their State of residence without the express consent of a parent or legal guardian. In the event that you are under the age of thirteen (13) years and submit entries to Sponsor, Sponsor will delete, erase or destroy any and all personally identifiable information that is obtained from the entries following the conclusion of the Sweepstakes Period.

10. **Official Rules & Winners' List**: For list of winners (after October 28, 2013) and/or Rules (before October 18, 2013), send a self-addressed, stamped envelope to: "**Kendrick Lamar Facebook Sweepstakes**" to Interscope Records, 2220 Colorado Avenue, Santa Monica, California 90404. Attention: Rules or Winners List. Requests received after February 18, 2013, 11:59 p.m. PT will not be honored. This Sweepstakes shall be governed by the laws of state of California in the United States of America and is subject to all applicable federal, state and local laws. Void where prohibited by law. Washington and Vermont residents may omit return postage when requesting the Winners list.

11. **Sponsor**: Interscope Records, a division of UMG Recordings, Inc., 2220 Colorado Avenue, Santa Monica, California 90404.