

LENOVO LOVER SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT ENHANCE OR IMPROVE YOUR CHANCES OF WINNING.

ENTRY INTO THIS SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES IS GOVERNED BY U.S. LAW AND IS SUBJECT TO ALL U.S. FEDERAL, STATE AND LOCAL LAWS, REGULATIONS, AND ORDINANCES.

SWEEPSTAKES ENTRY PERIOD: The Lenovo Lover sweepstakes (the "Sweepstakes") begins at 12:00:00 AM Eastern Time ("ET") on 9/10/19 and ends at 11:59:59 PM ET on 10/1/19 ("Sweepstakes Entry Period"). The Sponsor's designated agent's computer system shall be the official timekeeper for the Sweepstakes.

SPONSOR: Universal Music Group Brand, a division of UMG Recordings, Inc., 2220 Colorado Ave., Santa Monica, CA 90404 ("Sponsor" or "Universal") is solely responsible for all aspects of this Sweepstakes.

ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States (including the District of Columbia), age 13 years or older at time of entry ("entrant"). Entrants under the age of 18 (or deemed a minor in the state he or she resides), must have valid written consent from a parent or legal guardian before entering the Sweepstakes, and may need to provide such written consent as proof entrant had consent to enter the Sweepstakes in the eventuality the entrant is selected a winner. Void where prohibited by law. Employees of the Sponsor, Taylor Swift ("Artist"), Lenovo (1009 Think Place, Morrisville, NC 27560) and their respective parent companies, agents and anyone professionally associated with the affiliates, subsidiaries, advertising and Sweepstake's agencies, and any other individual or company involved in the development or execution of the Sweepstakes ("Released Parties") and their immediate families (parents, siblings, children and their respective spouses) and same households of each, whether or not related, are not eligible to enter or win. No groups, clubs or organizations may participate in this Sweepstakes or reproduce or distribute any portion of these Official Rules to its members.

HOW TO ENTER: You may enter this Sweepstakes in one (1) of three (3) ways.

- i. **To enter the Sweepstakes online, visit www.LoverInParis.com/LenovoLover** and follow all onscreen instructions to enter by providing your email address, zip code and click "Enter". After clicking "Enter", you are officially entered into the pool of eligible entries ("Online Entry");
- ii. **To enter the Sweepstakes via Instagram ("Service Provider 1"),** you may enter by (1) signing into your Instagram account ("Instagram Account") or, if you are not already a member, become a member of Instagram.com for free and sign into your account; (2) create a post from your Instagram Account containing a selfie; (3) add the hashtags #LenovoLoverEntry and #Lover in your Instagram photo caption; and (4) post your Instagram photo during the Sweepstakes Entry Period. Once properly submitted, the information you supplied together with the post you submitted will be considered and referred to herein as your "Instagram Entry". Both hashtags are required for Entry. Only one (1) named Entrant (i.e., the Instagram account holder) will be credited with

the entry, regardless of the number of persons who may have contributed to the creation of the Entry or appear in the photo. Photos are included for illustrative and entertainment purposes only. Instagram Entries will not be judged;

- iii. **To enter the Sweepstakes via Twitter** (“Service Provider 2”) you may enter by (1) signing into your Twitter account (“Twitter Account”) or, if you are not already a member, become a member of Twitter.com for free and sign into your account; (2) create a tweet message from your Twitter Account containing a selfie; (3) add the hashtags #LenovoLoverEntry and #Lover; (4) post your tweet during the Sweepstakes Entry Period. Once properly submitted, the information you supplied together with the tweet you submitted will be considered and referred to herein as your “Twitter Entry”. Both hashtags are required for Entry. If your Twitter Account is set to “protected or private mode”, your updates/responses will not be visible to the Sponsor and, therefore, will not be received by the Sponsor, resulting in your failure to enter the Sweepstakes.

To qualify for the random drawing, your Entry must be received by 11:59:59 PM ET on 10/1/19. Limit: One (1) Entry per method of entering. The Sponsor reserves the right to prescreen the submitted Entries and/or disqualify any Entry for any reason. Sponsor is under no obligation to disclose why an Entry has been disqualified other than the Entry was ineligible under these Official Rules. You agree that Sponsor has no obligation to post your Entry, that all such postings, if any, will be in Sponsor’s sole discretion and that the posting of an Entry does not guarantee the Entry will be selected as the winner in the random drawing. By entering the Sweepstakes, you are agreeing to the Official Rules and the terms of use (TOU) of Service Provider 1 (found at <https://help.instagram.com/581066165581870>) or the terms of service (TOS) of Service Provider 2 (found at <https://twitter.com/en/tos>). Normal Internet access and usage charges imposed by entrant’s online service may apply. Entrant understands that, by participation in this Sweepstakes via mobile phone, or if entrant is the potential winner, Sponsor may contact entrant via mobile phone, which will be subject to the charges pursuant to entrant’s carrier’s rate plan. Entries that do not include all required information and do not adhere to these Official Rules will be considered void.

During the Sweepstakes Entry Period, you will disclose your relationship with the Sponsor in any online posts you make which reference the #LenovoLoverEntry hashtag by including the statement “I entered a Sweepstakes sponsored by Universal” in any such online posts. If your Entry is determined as a winner, you will continue to disclose your relationship with the #LenovoLoverEntry hashtag in all online posts you make that reference Universal and/or any of its products or services by including the statement “I received a prize from Universal” in any such online posts. You must follow Sponsor’s Instagram and/or Twitter accounts so you can see updates and announcement relating to the Sweepstakes, including, any winner notification announcement to see if you’ve won (pending verification).

Entries are subject to all notices posted online including Sponsor’s privacy policy and Website TOU/TOS. Multiple entrants are not permitted to share the same email address, Instagram or Twitter accounts. Sponsor is not responsible for any typographical, printing, or other errors; or for Entries that are late, lost, incomplete, contain inaccurate Entry information, misdirected (whether by human or technical error), stolen, garbled, undelivered, delayed, damaged, and/or

illegible or any combination thereof. All Entries, requests and/or materials submitted become the property of Sponsor and will not be returned or acknowledged.

Any Entry submitted that does not meet the Entry guidelines below and/or conform to the selfie requirements as stated above and on the website registration form, will be disqualified from the Sweepstakes.

Entry Guidelines: To qualify for the Sweepstakes, Twitter Entries and Instagram Entries must comply with the following content guidelines to be eligible. Entry cannot:

- Be sexually explicit or suggestive; derogatory of any ethnicity, race, gender, or religion; or profane or pornographic (e.g., contain nudity);
- Promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous;
- Defame, misrepresent or contain disparaging remarks about the Sponsor, the Artist, or other people and/or companies;
- Contain any use of trademarks, logos, landmarks, copyrighted materials owned by others as determined by Sponsor (except for those of Sponsor), or contain any personal identification;
- Communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor and/or Artist wishes to associate.

Entry must:

- Be original and solely created by you. It is your responsibility to obtain, prior to submission of the Entry, the approval and rights to use any content that you did not create;
- Not have been previously published, submitted, or otherwise used for any other commercial purpose;
- Be in the English language.

Any minor appearing in any photo/Entry must be related to Entrant.

Entrant further represents and warrants that the entrant has obtained written permission from each person whose name, image, likeness, and/or voice ("Likeness") is included in the selfie, and that such person(s) have granted entrant all necessary rights to use the person's Likeness as described in these Official Rules, and that entrant can make written copies of such permissions available to the Sponsor upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness on behalf of the minor.

By submitting your Entry, you warrant and represent that you consent to the submission and use of the Entry in the Sweepstakes. Released Parties are not responsible for any unauthorized third party use of any Entry. Entries will not be held "in confidence" and an Entry does not create a confidential relationship or obligation of secrecy between any entrant and Sponsor or any of its affiliates. As an Entrant, you also acknowledge your Entry may be competitive with, similar or identical in theme, format and/or other respects to other Entries. By entering, you waive any and all claims you may have had, may have, and/or may have in the future that any ideas accepted, reviewed and/or used by the Sponsor, its affiliates, or their respective officers, directors, employees and agents may be similar to or the same as your Entry. In the event of a dispute over the identity of an entrant or ownership of or rights to the Entry, the disputed Entry will be disqualified in the sole discretion of the Sponsor.

WINNER SELECTION: Winners will be selected in a random drawing of all eligible entries received during the Sweepstakes Entry Period. Random drawing will be conducted by a representative of the Sponsor on or about 10/2/19 whose decisions are final and binding.

ODDS: Odds of winning are determined by the number of eligible Entries received during the Sweepstakes Entry Period.

WINNER NOTIFICATION: Potential winners will be notified via the account associated with the Entry and must be able to receive calls and/or text messages from an unlisted/blocked number or messages from his/her Twitter or Instagram Account and will be provided with details on how to claim prize as well as any additional information or documents as needed for verification. The contact information provided on Entry will be used to notify winner. Sponsor is not responsible for the Twitter or Instagram function that may interfere with the winner notification. Winners will be required to complete and return an Affidavit of Eligibility and Liability and, unless prohibited by law, Publicity Release ("Affidavit/Release") as well as any other documents ("Prize Notification Documents") within three business days of the date and time specified on notification, or he/she may be disqualified. The Sponsor reserves the right to investigate winner to determine if s/he has been truthful, and to disqualify him or her if the Official Rules requirements were not met. A background check may be conducted on any winner. If Affidavit/Release, and/or prize notification or prize is returned as undeliverable or if a prize is forfeited, or if required documents are not returned within such time period, or if winner cannot accept or receive the prize for any reason, or if he/she is not in compliance with these Official Rules, or the failure of notification due to deactivation of the winner's Account prior to receipt of notification; or if winner's Twitter or Instagram Account is set to "protected mode" so that the winner's updates/responses may not be visible to Sponsor, such entrant will be disqualified and the corresponding prize may be awarded to an alternate winner from all eligible non-winning entries. The prize may be forfeited if winner is not reachable via the Entry account provided or a forwarding address is not made available or any non-compliance with the Official Rules. Except where prohibited by law, entry and acceptance of prize constitute permission for Sponsor and its agents to use each winner's name, prize won, hometown, likeness, video tape, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

PRIZE DETAILS: One (1) Grand Prize and five (5) First Prizes will be awarded. Grand Prize winner will receive one (1) guitar autographed by Taylor Swift and one (1) Lenovo Yoga C930 laptop computer. Approximate retail value ("ARV") of Grand Prize: \$1,700.00. Each First Prize winner will receive one (1) guitar autographed by Taylor Swift. ARV of each First Prize: \$200.00. Total ARV of all prizes: \$2,700.00. If actual value of prize is lower than the stated ARV when prize is procured and fulfilled, the difference will not be awarded. Prizes will not be replaced if lost or stolen. All prize details are at the Sponsor's sole discretion. All taxes, gratuities, incidentals (including but not limited to online carrier service), upgrades, service charges or other expenses not specified herein are not included and are each winner's sole responsibility. No substitution of prizes offered, no transfer of any prize to a third party is permitted and prize may not be redeemed for cash value, except by Sponsor, who reserves the right in its sole discretion to substitute a prize for a prize of comparable or greater value. All fees, federal, state, local or other expenses or taxes relating to the use, acceptance and possession of Grand Prize are the

sole responsibility of the Grand Prize winner. Taxes are the responsibility of winner. An IRS form 1099 will be filed in the name of the Grand Prize winner. Certain restrictions may apply. Arrangements for the fulfillment of prize will be made by Sponsor and/or its designated agent. Winners acknowledge that the Sponsor, Artist and all other businesses concerned with this Sweepstakes and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative the quality, conditions, fitness or merchantability of any aspect of a merchandise prize except that each prize shall be subject to its manufacturer's standard warranty (if any). Limit: One (1) prize per household.

RELEASES: Participating entrants agree with the decisions of the Sponsor and release, defend and hold harmless Released Parties as well as the employees, officers, directors and agents of each, from all claims and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons, which may be sustained in connection with either directly or indirectly, (1) the awarding, receipt, ownership, use or misuse of prize awarded herein; or (2) participation in the Sweepstakes or any prize-related activities, including, but not limited to, traveling to or from any prize-related activity, if any. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Each winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use or redemption of any prize.

PRIVACY POLICY/DATA COLLECTION: Information provided by you for this Sweepstakes is subject to Sponsor's privacy policy located at: <http://privacypolicy.umusic.com/>.

GENERAL: By entering the Sweepstakes, each entrant affirms that s/he has read, understands and accepted these Official Rules. Any information collected by entering the Sweepstakes shall be used only in a manner consistent with these Official Rules and Sponsor's privacy policy. The Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, the Sponsor reserves the right to award any prize from among the eligible, non-suspect Entries received up to the time of the impairment. The Sponsor is not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of, or failure to receive Entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. Sponsor is also not responsible for any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any materials associated with the Sweepstakes. CAUTION: Any attempt by an entrant to deliberately damage the Sweepstakes website or undermine the legitimate operations of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made; the Sponsor reserves the right to seek damages from any such entrant to the fullest extent permitted by law.

DISPUTES: This Sweepstakes is subject solely to the applicable federal, state and local laws of the United States and is not subject to any laws outside of the United States; provided, however,

that, except where prohibited, by participating in the Sweepstakes, each entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved exclusively by final and binding arbitration under the rules of the American Arbitration Association in an arbitration to be held at the AAA regional office nearest the Sponsor where the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; (b) a judgment upon any such arbitration award may be entered in any court having jurisdiction; (c) to the degree any dispute, claim or cause of action arising out of or connected with this Sweepstakes or any prize awarded is not subject to arbitration, then it shall be adjudicated exclusively by the appropriate Federal or state courts located in Los Angeles, CA; (d) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action; (e) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (f) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of California.

RULES AND WINNERS LIST: For the winners' list (available after 10/15/19) or a copy of the Official Rules (before 10/1/19) send a self-addressed, stamped envelope indicating which to: **Lenovo Lover** Sweepstakes WINNERS LIST OR OFFICIAL RULES REQUEST, c/o Universal, a division of UMG Recordings, Inc., 2220 Colorado Ave., Santa Monica, CA 90404.

INSTAGRAM/TWITTER DISCLAIMER: This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter. Any questions, comments or complaints regarding this Sweepstakes should be directed to the Sponsor.