

CONNECT TO KENDRICK CONTEST

OFFICIAL CONTEST RULES AND REGULATIONS

NO PURCHASE NECESSARY

HOW TO ENTER

Beginning at 12:00 pm Eastern Time ("ET") on July 6 2017, entrants can enter the "CONNECT TO KENDRICK CONTEST" (the "Contest") by on-line entry form available at <http://umusic.ca/contests/connecttokendrick>. All entries must include all information requested on the on-line form. Limit of one (1) entry per person per day.

The sponsors of this Contest are Toronto Transit Commission (TTC) and Universal Music Canada Inc. (collectively, the "Sponsors").

CONTEST CLOSING DATE: To be eligible to win the Contest, entries must be received no later than 12:00pm ET on July 20 2017 (the "Contest Closing Date").

GRAND PRIZE

There will be one (1) grand prize package (the "Grand Prize Package") available to be won. The Grand Prize Package consists of:

- Two (2) tickets to see Kendrick Lamar live in Concert at The Air Canada Centre in Toronto Ontario on July 25 2017;
- Two (2) Kendrick Lamar "Damn" T-Shirts; and
- Two (2) Kendrick Lamar "Damn" Vinyl.

The selected entrant for the Grand Prize Package (the "Winner") and his or her guest shall be responsible for ground transportation to and from the venue, gratuities, all meals, applicable taxes, incidentals and any and all other expenses not specified in the above description of the Grand Prize Package. Winner and guest must follow all instructions of the Sponsor and facility staff or participation in the Grand Prize Package may be forfeited, in whole or in part. Winner and guest must travel together and depart from the same location. All required documentation for the Grand Prize Package will be sent directly to the Winner's home only after the Winner has met the eligibility requirements outlined in these Contest Rules and Regulations and the Official Contest Declaration and Release Forms have been signed by the selected entrant and the Winner's guest, and returned to and received by Universal Music Canada Inc. by email to "CONNECT TO KENDRICK CONTEST", c/o zoe.badley@umusic.com.

Approximate retail value of the Grand Prize Package is four hundred Canadian Dollars (\$400.00 CDN). The Grand Prize Package as described is subject to availability, may not be exchanged for cash, is non-transferable, non-refundable, may not be sold, and must be accepted as awarded, without substitutions. At their election, and in the event the Grand Prize Package, or any portion thereof, cannot be awarded as described in these Official Rules, the Sponsors reserves the right to substitute a prize of equivalent or greater retail value. Sponsors will not be responsible if weather conditions or other factors beyond Sponsors' reasonable control prevent the Grand Prize or part of the Grand Prize Package from being fulfilled. Further, the Sponsors assume no liability or responsibility whatsoever should the Winner or his/her guest be denied entry to the venue for any reason whatsoever. In the event that the Winner and guest arrive at the Destination, and the artist is unable to perform or fails to perform for any reason whatsoever, the Grand Prize shall be deemed to be fulfilled. Grand Prize must be taken on the dates specified by the Sponsor[s] in their[its] sole discretion or the prize will be forfeited.

THE DRAW

Contest judges at the Universal Music Canada offices located at 2450 Victoria Park Avenue, Suite 1, Toronto, Ontario M2J 5H3, will make a random draw for the Grand Prize Package on July 19 2017 from all eligible entries received on or before the Contest Closing Date. The first attempt to contact a selected entrant by telephone or email will be made within two (2) business days of the draw date. To win the Grand Prize Package and be declared the "Winner", the selected entrant will be required to correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid. The Winner of the Grand Prize Package must also sign a declaration and release form discharging and releasing the Sponsors and their partners from any and all claims for damages, losses or injuries resulting from the Contest, confirming compliance with the Contest Rules, and acceptance of the Grand Prize Package as awarded (a "Declaration and Release Form"). If a selected entrant cannot be notified and the skill-testing question cannot be administered within five (5) business days of the first attempt to contact the selected entrant, the entrant will be disqualified, and an alternate entrant will be selected. The Winner's traveling companion shall also be required to sign a

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Declaration and Release Form. Signed Declaration and Release Forms must be returned by email to: "CONNECT TO KENDRICK CONTEST" c/o zoe.badley@umusic.com. Failure to complete and return the Declaration and Release Form before attending the screening will result in the Grand Prize Package being forfeited and another entrant being selected.

The chances of being selected in the Contest draw depend upon the total number of eligible entries received.

All decisions of the judges are final in all matters relating to this Contest.

ELIGIBILITY

The Contest is open to all residents of Canada, excluding residents of the province of Quebec, with the exception of: employees of the Sponsors, their respective parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, and any other parties engaged in the development, production or distribution of the Contest materials, or those living in the same household as any of the above. Entrants under the age of majority are eligible to win the Grand Prize Package provided that the winning entrant's parent or legal guardian accepts the Grand Prize on his/her behalf. The parent or legal guardian must also accompany the minor for the duration of the Grand Prize.

GENERAL CONDITIONS

All Contest entries become the property of the Sponsors and no correspondence will be entered into except with selected entrant(s).

By entering the Contest, entrants consent to the use of their name, city of residence and image on videotape and/or photograph in any publicity carried out by any one or all of the Sponsors with respect to this Contest, without further notice or compensation.

By entering this Contest electronically and voluntarily providing your personal information, entrants consent and agree to the Sponsors' collection and use of the entrant's information for the administration of this Contest and agree to Sponsors' use of entrant information for the purpose of contacting entrant in relation to this Contest. For the avoidance of doubt, entrants are providing information to the Sponsor, not Facebook, Twitter, Instagram, and any social media platform not aforementioned (the "Social Media Platforms").

By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules and Regulations, including eligibility requirements. Entrants release and hold harmless the Sponsors, Social Media Platforms, their respective parent, related and affiliated companies, subsidiaries, members, dealers, advertisers, franchisees, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, artists, advisors, assignees, and all others associated with the development and execution of the Contest, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death, or property damage which the entrants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Grand Prize Package awarded.

The Sponsors are not responsible for incorrect or inaccurate entry information which may affect a person's ability to participate in the Contest or be awarded a prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully comply with these Contest Rules and Regulations. No responsibility will be taken by the Sponsor[s] for lost, delayed, mutilated or misdirected entries or Declaration and Release Forms.

Sponsors agrees that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in this Agreement and in full compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL"). Sponsors are prohibited from sharing and will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided by or collected or obtained by Sponsors for the purpose of this Contest.

- (a) Sponsors agree to maintain records of CASL compliance, including but not limited to: (i) sufficient and reliable evidence of the collection of, or other basis for, consent; (ii) the withdrawal of consent; (iii) the inclusion and proper functioning of unsubscribe mechanisms; and (iv) the inclusion of any required disclosures

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in communications, as applicable. Sponsor[s] further, at its expense and upon thirty (30) days prior written notice, appoint its own personnel or an independent third party to inspect, audit and verify that Sponsors use of electronic addresses and related information complies with the terms of this Contest and CASL;

The Sponsors reserves the right, in their sole discretion; to cancel or suspend this Contest without notice should any cause beyond the reasonable control of the Sponsors corrupt the security or proper administration of the Contest. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, the Sponsors reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way.

The Contest is subject to all applicable Federal, Provincial and Municipal laws.

The Contest is in no way sponsored, endorsed, administered by or associated with any Social Media Platforms.