

Umusic's MASSIVE Holiday Giveaway

OFFICIAL CONTEST RULES AND REGULATIONS

NO PURCHASE NECESSARY

HOW TO ENTER

Beginning at 3:00pm Eastern Time ("ET") on November 30th, entrants can enter "Umusic's MASSIVE Holiday Giveaway" (the "Contest") by on-line entry form available at www.umusic.ca. All entries must include all information requested on the on-line form. For a no-data acquisition entry, entrants can fill out an on-line entry form also available at www.umusic.ca. Any use of automated devices is prohibited. Limit of one (1) entry per person per day. Each day for twenty-one (21) days following the launch of each daily prize (the "Daily Prize Package"), a new Daily Prize Package will be available to win. For every entry to win a Daily Prize Package, entrants are automatically entered into the grand prize package (the "Grand Prize Package") draw.

The sponsor of this Contest is Universal Music Canada Inc. (collectively, the "Sponsor").

GRAND PRIZE CONTEST CLOSING DATE: To be eligible to win the Grand Prize Package, entries must be received no later than 2:59pm ET on December 21st (the "Grand Prize Contest Closing Date").

DAILY PRIZE CONTEST CLOSING DATE: To be eligible to win a Daily Prize Package, entries must be received no later than 2:59pm ET on the following day of each daily prize launch.

GRAND PRIZE

There will be one (1) Grand Prize Package available to be won. The Grand Prize Package consists of:

- One (1) 5SOS t-shirt;
- One (1) Justin Bieber long sleeve;
- One (1) Billie Eilish t-shirt;
- One (1) Migos jacket;
- One (1) Set of Eminem plaque mounted posters;
- One (1) Signed The Vamps poster;
- One (1) Signed Shawn Mendes CD;
- One (1) Signed Niall Horan CD;
- One (1) JBB Signed hat;
- One (1) Taylor Swift "reputation" poster;
- One (1) Taylor Swift "reputation" Cassette tape;
- One (1) Drake "Take Care" Vinyl;
- One (1) Drake "If You're Reading This It's Too Late" Vinyl;
- One (1) Drake "What A Time To Be Alive" Vinyl;
- One (1) Ariana Grande "No Tears Left To Cry" sweater;
- One (1) Ariana Grande "Sweetener" Vinyl;
- One (1) Hailee Steinfeld "Most Girls" t-shirt;
- One (1) Post Malone long sleeve shirt;
- One (1) Kanye West "Ye" Vinyl;
- One (1) Kid Cudi x Kanye West "Kids See Ghosts" Vinyl;
- One (1) A Star Is Born Poster;
- One (1) A Star Is Born Vinyl;
- One (1) A Star Is Born CD;
- One (1) The Reklaws t-shirt;
- One (1) The Reklaws hat;
- One (1) The Reklaws CD;
- One (1) Crosley Record Player
- One (1) Polaroid Camera
- One (1) Fujifilm Instax Mini Film, Multi-Pack White (3 x 2pk, 60 shots total)

*Prizes may not be exactly as advertised on contest website. To be determined by the Sponsor in its sole discretion.

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Approximate retail value of the Grand Prize Package is **ONE THOUSAND TWO HUNDRED CANADIAN DOLLARS** (\$1,200.00 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 Sponsor reserves the right to substitute a prize of equivalent or greater retail value.

DAILY PRIZE

There will be twenty one (21) Daily Prize Packages available to be won. The following Daily Prize Packages are as follows:

Day 1 - Niall Horan Prize Pack

- One (1) Niall Horan Signed "Flicker" CD;
- One (1) Niall Horan t-shirt

Day 2 - Ariana Grande Prize Pack

- One (1) Ariana Grande No Tears Left To Cry sweater;
- One (1) Ariana Grande "Sweetener" vinyl

Day 3 - Eminem Prize Pack

- One (1) Set of Eminem plaque mounted posters,
- One (1) Eminem "Kamikaze" CD

Day 4 - Troye Sivan Prize Pack

- One (1) Signed Troye Sivan poster;
- One (1) Troye Sivan booklet;
- One (1) Troye Sivan Vinyl

Day 5 - The Vamps Prize Pack

- One (1) Signed logo poster from The Vamps;
- One (1) The Vamps "Night & Day" vinyl

Day 6 - Billie Eilish Prize Pack

- Two (2) exclusive Billie Eilish t-shirts

Day 7 - Shawn Mendes Prize Pack

- One (1) Signed Shawn Mendes "Shawn Mendes" CD;
- One (1) Shawn Mendes hat

Day 8 - Migos Prize Pack

- One (1) Migos Jacket;
- One (1) Migos "Culture II" vinyl

Day 9 - The Beaches Prize Pack

- One (1) Hand designed sweater from,
- One (1) The Beaches "Late Show" vinyl

Day 10 - James Barker Band Prize Pack

- One (1) James Barker Band Signed poster
- One (1) James Barker Band t-shirt

Day 11 - Drake Vinyl Prize Pack

- One (1) Drake "Take Care" Vinyl;
- One (1) Drake "If You're Reading This It's Too Late" Vinyl;
- One (1) Drake "What A Time To Be Alive" Vinyl

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Day 12 - Sam Smith Prize Pack

- One (1) Sam Smith Lyric plaque mounted poster;
- One (1) Sam Smith poster;
- One (1) Sam Smith long sleeve;
- One (1) Sam Smith "The Thrill Of It All" vinyl

Day 13 - 5SOS Prize Pack

- One (1) 5 Seconds Of Summer T-shirt;
- One (1) 5 Seconds Of Summer "Youngblood" Vinyl;
- One (1) 5 Seconds Of Summer Pop-socket

Day 14 - Kendrick Lamar Prize Pack

- One (1) Kendrick Lamar "DAMN" vinyl;
- One (1) Kendrick Lamar Nike hat;
- One (1) Kendrick Lamar Nike sweater

Day 15 - Taylor Swift Prize Pack

- One (1) Taylor Swift Poster;
- One (1) Taylor Swift Bag;
- One (1) pair of Taylor Swift Glasses;
- One (1) Taylor Swift T-shirt;
- One (1) Taylor Swift Badge;
- One (1) Taylor Swift "reputation" Vinyl

Day 16 - Justin Bieber Prize Pack

- One (1) Justin Bieber Long sleeve;
- One (1) Justin Bieber string bag;
- One (1) Justin Bieber "Purpose" vinyl

Day 17 - Arkells Prize Pack

- One (1) pair of Hand designed shoes from Arkells;
- One (1) Arkells "Morning Repot" vinyl

Day 18 - Post Malone Prize Pack

- One (1) Post Malone Long Sleeve;
- One (1) Post Malone "Beerbongs & Bentleys" Vinyl

Day 19 - The Weekend Prize Pack

- One (1) The Weeknd Sweater;
- One (1) The Weeknd long sleeve;
- One (1) The Weeknd t-shirt;
- One (1) The Weeknd "Starboy" Vinyl

Day 20 - Johnny Orlando Prize Pack

- One (1) Signed Johnny Orlando T-shirt

Day 21 - Shawn Mendes Prize Pack

- One (1) Signed Shawn Mendes "Illuminate" poster;
- One (1) Signed Shawn Mendes "Shawn Mendes" CD

*Prizes may not be exactly as advertised on contest website. To be determined by the Sponsor in its sole discretion.

TOTAL approximate retail value of the Daily Prize Packages is **ONE THOUSAND EIGHT HUNDRED CANADIAN DOLLARS** (\$1,800.00 CDN). Each Daily Prize Package as described is subject to availability, may not be exchanged
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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 any of the Daily Prize Packages, or any portion thereof, cannot be awarded as described in these Official Rules, the Sponsor reserves the right to substitute a prize of equivalent or greater retail value.

THE DRAW – GRAND PRIZE

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 December 21st from all eligible entries received on or before the Grand Prize 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 chances of being selected in the Grand Prize Package draw depend upon the total number of eligible entries received.

THE DRAW – DAILY PRIZE

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 each Daily Prize Package 24 hours after launching each Daily Prize Package contest from all eligible entries received on or before the Daily Prize Contest Closing Date. For example, if our first Daily Prize Package contest launches at 3:00pm ET on November 30th, the draw will take place at 3:00pm on December 1st, and so forth. 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 a Daily 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 chances of being selected in the Daily Prize Package 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 THE PROVINCE OF QUEBEC) who have reached the age of majority in their province of residence, with the exception of: employees of the Sponsor, its 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 or a Daily Prize Package provided that the winning entrant's parent or legal guardian accepts the Grand Prize on his/her behalf.

GENERAL CONDITIONS

All Contest entries become the property of the Sponsor 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 Sponsor 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 Sponsor, Social

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Media Platforms, its 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 Sponsor is 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.

Sponsor 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"). Sponsor is 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 Sponsor for the purpose of this Contest.

(a) Sponsor agrees 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 in communications, as applicable. Sponsor 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 Sponsor use of electronic addresses and related information complies with the terms of this Contest and CASL;

The Sponsor reserves the right, in its sole discretion; to cancel or suspend this Contest without notice should any cause beyond the reasonable control of the Sponsor 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 Sponsor 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.