

3 FEET HIGH AND RISING MERCH GIVEAWAY OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING.

Sponsor: Bravado International Group Merchandising Services, Inc., 1755 Broadway, 2nd Floor, New York, NY 10019 ("Sponsor"). Sponsor's decisions are final and binding in all matters relating to the 3 Feet High and Rising Merch Giveaway; referred hereafter as the "Sweepstakes".

Sweepstakes Entry Period: Sweepstakes begins at 9:00:00 A.M. Eastern Time ("ET") on 4/5/24 and ends at 11:59:59 P.M. ET on 4/19/24 ("Sweepstakes Entry Period").

Eligibility: Sweepstakes is open to any person who has reached the age of eighteen (18) or older in the state or territory where the person resides and who at time of entry is a legal resident of the fifty (50) United States (including the District of Columbia). Void where prohibited by law. Employees of the Sponsor, De La Soul ("Artist") and their respective parent company, subsidiaries, affiliates, advertising and promotion agencies, and any other individual or company involved in the development or execution of the Sweepstakes (collectively the "Released Parties") and their immediate family members and/or those living in the same household of each are not eligible to enter or win. Sweepstakes is subject to all applicable federal, territorial, and local laws and regulations.

To Enter: Access to the internet is required to enter this Sweepstakes. Visit <https://store.wearedelasoul.com/pages/3-feet-high-and-rising-merch-giveaway> or <https://digital.umusic.com/3-feet-high-and-rising-merch-giveaway> ("Website") during the Sweepstakes Entry Period and follow all onscreen entry instructions to enter your first name, last name, email address, country and click "Submit". Once properly submitted, the actions you completed will be considered and referred to herein as your "Entry." To obtain one (1) bonus Entry, you can sign up to receive email updates from De La Soul's official store by checking the appropriate sign-up box. Once properly checked and submitted, the information you supplied via your Entry will be collectively considered and referred to herein as your "Bonus Entry." At the end of the Sweepstakes period, a potential winner will be chosen at random from all eligible Entries received. Only two (2) Entries per person. To be eligible for the random drawing, entries must be received by 11:59:59 PM ET on 4/19/24.

Limit: Two (2) Entries per person. Multiple entrants are not permitted to use the same email account ("Account"). All Entries submitted become the property of Sponsor and will not be returned or acknowledged.

Only complete and valid entries as determined by the Sponsor will be eligible for the prize. By participating in the Sweepstakes, each entrant is confirming that they have read and agree to comply with these Rules, Sponsor's terms of use, located at <http://privacypolicy.umusic.com/terms/> and all other Sweepstakes requirements.

Normal Internet access and data usage charges imposed by your carrier or online service will apply. By submitting an Entry, you hereby agree to hold Released Parties and their respective affiliates and subsidiaries, and the officers, directors and employees of each of the foregoing, harmless from and against any liability of any kind arising from or in connection with any use of the Entry. By submitting an Entry, entrant hereby warrants and represents there has been no violation of any of the requirements for Entries as stated in these Rules.

To qualify for the Sweepstakes, your Entry must be received by 11:59:59 P.M. ET on 4/19/24. Once you submit an Entry, your submission is considered final and may not be modified or edited. 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 Rules. Entries that do not include all required information and do not adhere to these Rules will be considered void.

Entries are subject to all notices posted online including Sponsor's privacy policy. 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.

Winner Selection: One (1) prize winner will be selected at random by Sponsor from among all eligible Entries received during the Sweepstakes Entry Period. The Sweepstakes will be conducted on or about 4/23/24. An email prize notification will be sent to each potential winners' Account on or around 4/24/24 based on the information provided by participant on Entry. Potential winners may be required to execute and return an Affidavit of Eligibility, Liability and Publicity ("Affidavit/Release") as determined by the Sponsor or Sponsor's agent and, unless prohibited by law, within seven (7) days of date and time specified on the prize notification or they will be disqualified, and an alternate winner will be selected. If any winner fails to respond to the prize notification sent to them by email within seven (7) days of transmission or if the Affidavit/Release, or if prize notification email is returned as undeliverable; or if a potential winner has failed to execute and return the Affidavit/Release or any required document within the specified time period; or if potential winner is otherwise found to be ineligible; or if the selected potential winner cannot accept or receive the prize for any reason; or if the prize is returned undeliverable, the potential winner will forfeit the prize and an alternate winner may be selected from all non-winning eligible Entries in Sponsor's sole discretion. The alternate winner, if any, will be notified and be bound by the same conditions and timelines as stated in these terms and conditions. The Sponsor reserves the right to modify the notification procedures in connection with the selection of an alternate winner, if any. Prize will be awarded within thirty (30) days after winner's verification. Should a winner be found to have made any false statement(s) in the Affidavit/Release or any required document, that winner will be disqualified and required to promptly return to Sponsor the prize. Except where prohibited by law in any other eligible state or territory stated in these Rules, entry and acceptance of prize constitutes permission for Sponsor and/or any third party associated with the Sweepstakes to use each winner's first name, last name initial and country for fulfilling any winner's list requirements as required by U.S. promotion law.

Prize & Approximate Retail Value ("ARV"): One (1) prize winner will receive one (1) 3 Feet and Rising Boxset and merch bundle consisting of:

- One (1) 3 Feet High and Rising 7" Box Set (ARV: \$100.98)
- One (1) 3 Feet High and Rising Pink Floral Basketball (ARV: \$55.00)
- One (1) De La Soul Flower Plush Pillow (ARV: \$50.00)
- One (1) 3 Feet High and Rising 35th Anniversary 3D Poster (ARV: \$35.00)
- One (1) 3 Feet High and Rising Air Freshener (ARV: \$12.00)
- One (1) 3 Feet High and Rising Black Hoodie (ARV: \$110.00)
- One (1) The Magic Number Purple Tie-Dye T-Shirt (ARV: \$45.00)
- One (1) 3 Feet High and Rising Yellow Track list T-Shirt (ARV: \$45.00)

ARV of prize: \$452.98. Prize is not redeemable for cash. Prize is non-assignable and non-transferable. All prize depictions are for illustrative purposes only. No substitutions are permitted except by the Sponsor who reserves the right to award another prize or portion of prize for one of comparable or greater value if the item is unavailable. If applicable, any winner from the United States will be responsible for any federal, territorial, local sales and income taxes or other expenses relating to the use, acceptance, and possession of prize. Entrants acknowledge that the Sponsor 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 prize except that each merchandise prize shall be subject to any applicable manufacturer's standard warranties. Prize will be awarded "AS IS". Allow four (4) to six (6) weeks for delivery of prize.

Odds: Odds of winning depend on the number of eligible Entries received during the Sweepstakes Entry Period.

Consent and Release: In all applicable territories, to the fullest extent possible in law, entrants, and on behalf of their respective heirs, executors, administrators, legal representatives, successors and assigns ("Releasing Parties"), release, defend and hold harmless the Released Parties from any and all actions, causes of action, suits, debts, dues, sums of money, accounts, reckonings, bonds, bills, specialties, covenants, contracts, controversies, agreements, promises, variances, trespasses, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, judgments, extent, executions, claims and demands whatsoever, in law, admiralty or equity, whether known or unknown, foreseen or unforeseen, against Released Parties which any one or more of the Releasing Parties ever had, now have or hereafter can, shall or may have which in any way arise out of or result from participant's participation, acceptance and use or misuse of prize or any portion of prize, including property damage, personal injury or death.

In all applicable territories, Sponsor is not responsible for any suspension of the Sweepstakes or inability to implement the Sweepstakes or award the prize as contemplated herein due to any event beyond its control, including delays or interruptions caused by acts of God, acts of war, natural disasters, pandemic, weather, utility outages, acts of terrorism or any federal, state, or local government law, order, or regulation, order of any court or regulator. This Sweepstakes shall be governed by and interpreted under the laws of the United States, without regard to any conflict of laws principles. Any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action or mandatory local law provisions outside of New York state law provisions as per the stated governing law may apply.

By participating in this Sweepstakes, each Entrant located in the United States waives and relinquishes all rights and benefits afforded by California Civil Code 1542 and does so understanding and acknowledging the significance of this waiver. Section 1542 states as follows: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DID NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN, BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR THE RELEASED PARTIES."

In all applicable territories, ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. PARTICIPANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO LEGAL FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR

CONSEQUENTIAL DAMAGES OF PARTICIPANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

Personal Information & Privacy: Any personal information provided hereunder will be subject to Sponsor's privacy policy at <https://privacy.umusic.com> ("Privacy Policy"; note that Sponsor is a "UMG Company" as referred to in the Privacy Policy).

Disclaimers: Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) 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 web site or any combination thereof; (ii) any injury or damage to participant's or any other person's computer related to or resulting from participating in the Sweepstakes, or (iii) the failure of any third party to comply with the instructions and proper administration of this Sweepstakes. By participating in the Sweepstakes entrants: (i) agree to be bound by these Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these Rules may result in disqualification from the Sweepstakes. In its absolute discretion, the Sponsor reserves the right to: permanently disqualify any person it believes has intentionally violated these Rules; and terminate the Sweepstakes if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), or to select winner from among all eligible entries received prior to termination. LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT A PARTICIPANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Winners List: For the results of the Sweepstakes (available after 4/25/24) send a self-addressed stamped envelope to 3 Feet High and Rising Merch Giveaway winner c/o Bravado, 1755 Broadway, 2nd Floor, New York, NY 10019 postmarked by 4/19/24. Vermont residents may omit return postage.