

## **EMINEM X GENIUS SOCIAL CARD ACTIVATION SWEEPSTAKES OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN.**

**A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING.**

**Sponsor:** Interscope Records, a division of UMG Recordings, Inc., 2220 Colorado Ave., Santa Monica, CA 90404 ("Sponsor"). Sponsor's decisions are final and binding in all matters relating to the Eminem X Genius Social Card Activation Sweepstakes; referred hereafter as the "Sweepstakes".

**Sweepstakes Entry Period:** Sweepstakes begins at 10:00:00 A.M. Pacific Time ("PT") on August 10, 2022 and ends at 11:59:59 P.M. PT on August 24, 2022. ("Sweepstakes Entry Period"). The Sponsor's agent's computer server will be the time keeping device for the purposes of this Sweepstakes. Entries must be received by 11:59:59 P.M. PT on August 24, 2022.

**Limit:** Only one (1) entry per person. Multiple entrants are not permitted to use the same email address or Genius account. Entries in excess of the stated limit will be disqualified. All entries, requests and/or materials submitted become the property of the Sponsor and will not be returned or acknowledged.

**Eligibility:** Sweepstakes is open to any person who has reached the age of 18 or older who are members of Genius as of 10:00:00 A.M. PT on 8/10/22, in the state where s/he resides and who at time of entry is a legal resident of the 50 United States (including the District of Columbia). Void where prohibited by law. Employees of the Sponsor, Eminem ("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. To enter, (1) Sign into your Genius account ("Genius Account"); (2) share your favorite Eminem lyric using Genius' social card maker to your Instagram or Twitter account (collectively "Service Provider Account"); (3) add the #CC2 hashtag and #Entry hashtags, and (4) post your favorite Eminem lyric before the Sweepstakes Entry Period deadline. Once properly submitted, the actions you completed will be considered and referred to herein as your "Entry." You must include both the #CC2 and #Entry hashtags for your Entry to be considered eligible to enter or win.

**PLEASE NOTE THAT ANY AND ALL COMMENTS, IF ANY, SUBMITTED FOR THIS SWEEPSTAKES MAY BE PUBLICLY VIEWABLE. IN ADDITION, ENTRANTS ACKNOWLEDGE THAT THEIR COMMENTS MAY BE REPOSTED BY THE PUBLIC OR OPEN TO PUBLIC COMMENTARY, FOR WHICH SPONSOR SHALL NOT BE LIABLE.**

Only complete and valid entries as determined by the Sponsor will be eligible for a 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.

You must have a mobile phone or other wireless or electronic device that supports the Genius application. 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, Genius, Instagram, Twitter 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 s/he has not included any restricted content in the Entry and have not violated 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 PT on 8/24/22. 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. 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. 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 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. All Entries, requests and/or materials submitted become the property of Sponsor and will not be returned or acknowledged.

Any Entry that does not conform to the Entry requirements as stated above will be disqualified from the Sweepstakes.

By submitting your Entry, you warrant and represent that you consent to the submission and use of the Entry in the Sweepstakes. Sweepstakes entities 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 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, Odds & Notifications:** Potential winner will be randomly selected from all eligible Entries received during the Entry Period. Potential winner will be notified by direct message to the Service Provider Account used for Entry on or about 8/25/22. Random drawing will be conducted by the Sponsor or its agent of choice, whose decisions are final and binding. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: [1] a potential winner's failure to respond to notification within three (3) days after its transmission; [2] the return of a direct message prize notification as undeliverable after two (2) attempts; [3] the return of any other prize award notice or a prize as undeliverable; [4] a potential winner's failure to provide Sponsor with satisfactory proof that he/she is the authorized account holder of the address, cell phone number or Service Provider associated with the winning Entry; [5] a potential winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; [6] a potential winner's failure to claim a prize within three (3) days after it is sent; and [7] any other non-compliance

with Rules. In the event of Prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited Prize to an alternate winner. All taxes, if any, are solely the responsibility of each winner.

**Prize & Approximate Retail Value ("ARV"):** One (1) prize ("Prize") will be awarded. One (1) Prize winner will receive one (1) copy of Eminem's "Curtain Call 2" signed by Eminem. ARV of Prize: \$300.00. No substitute or additional compensation will be awarded. Prize is not redeemable for cash or transferable, except to a surviving spouse residing in the same household. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Prize cannot be used in conjunction with any other promotion or offer. All taxes are solely the responsibility of the winner, who may receive an IRS Form 1099 reflecting the value of the prize. Limit one (1) prize per person/address. Any depiction of Prize is for illustrative purposes only. Sponsor will not replace any lost or stolen prize. Allow four (4) to six (6) weeks for delivery. 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 the merchandise prize shall be subject to any applicable manufacturer's standard warranties.

**Odds:** Odds of winning depends 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 its conflicts of laws provisions. 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 Hollywood, CA 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). Sponsor will collect, process and use the data provided concerning the Participant for purposes of management of the Sweepstakes; it is not possible for you to participate in the Sweepstakes without your personal data being processed in this way.

**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 name of winner (after 8/30/22) and/or Rules (before 8/24/22), send a self-addressed, stamped envelope indicating which to: Eminem X Genius Social Card Activation Sweepstakes c/o Interscope, 2220 Colorado Ave., Santa Monica, CA 90404. Washington and Vermont residents may omit return postage when requesting a winner's list.

**DISCLAIMER:** This Sweepstakes is not sponsored, endorsed, or administered by Genius, Instagram or Twitter, nor is Genius, Instagram or Twitter associated with the Sweepstakes in any way. You understand that you are providing information to Sponsor. Any questions, comments or complaints regarding the Sweepstakes must be directed to Sponsor at the above address. The information you provide will only be used for a manner consistent with these Rules and with the Sponsor's privacy policy.