

TASTE OF MUSIC SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Sponsor: Universal Music Group, a division of UMG Recordings, Inc., 2220 Colorado Ave., Santa Monica, CA 90404.

Sponsor's decisions are final and binding in all matters relating to the Taste Of Music Sweepstakes (the "Sweepstakes").

Sweepstakes Entry Period: Sweepstakes begins at 6:00:00 AM Eastern Time ("ET") on October 16, 2017 and ends at 11:59:59 PM ET on November 19, 2017 (the "Sweepstakes Entry Period").

Eligibility: Sweepstakes is open to any person who has reached the age of 18+ who at time of entry is a legal resident of the contiguous 48 United States (including the District of Columbia). Void in Alaska, Hawaii and where prohibited by law. Employees of the Sponsor, Longhorn Steakhouse, Darius Rucker ("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, state and local laws and regulations.

To Enter: Visit www.expertgriller.com/enter ("Website") during the Sweepstakes Entry Period and follow all onscreen entry instructions, including uploading your original photo, of a Longhorn meal and a beverage **or** a photo of a steak meal and a beverage. The aforementioned entry process and the photo upload are collectively referred to hereafter as the "Entry". **To obtain an additional Entry via Instagram:** (i) Sign into your Instagram account ("Account") or, if you are not already a member, become a member of Instagram.com for free and sign into your account; (2) upload a photo of a Longhorn meal and a beverage or a photo of a steak meal and a beverage; (3) add the #TasteOfMusicEntry hashtag and @longhornsteaks in your Instagram Photo caption; (4) post your unique Instagram Photo during the Sweepstakes Entry Period. Once properly submitted, the information you supplied in the Instagram Photo will be considered and referred to herein as your "Instagram Bonus Entry." Only one (1) named Entrant (i.e., the Instagram account holder) will be eligible, regardless of the number of persons who may have contributed to the creation of the Entry. Photos are included for illustrative and entertainment purposes only. Instagram Entries will not be judged. **To obtain an additional Entry via Twitter,** you must do the following: (1) Sign 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 your photo of a r Longhorn meal and a beverage or a steak meal and a beverage (3) Add the #TasteOfMusicEntry hashtag and tag @longhornsteaks; (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." If your 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. During the Sweepstakes Entry Period you will disclose your relationship with the Sponsor in any online posts you make which reference the #TasteOfMusicEntry hashtag by including the statement "I entered a Sweepstakes sponsored by UMG in any such online posts. If your Entry is determined as a winner, you will continue to disclose your relationship with the #TasteOfMusicEntry hashtag in all online posts you make that reference UMG and/or any of its products or service(s) by including the statement "I received a prize from UMG" in any such online posts.

If you are not already a member of Twitter or Instagram, become a member of Twitter.com or Instagram.com for free and sign into your Twitter.com or Instagram.com account to obtain the additional Entry into the Sweepstakes. Limit: Two (2) Entries per person regardless of method of entry. Multiple entrants are not permitted to use the same email address. All Entries, requests and/or materials submitted become the property of Sponsor and will not be returned or acknowledged.

For all methods of entry: Only complete and valid entries as determined by the Sponsor will be eligible for the Sweepstakes. By participating in the Sweepstakes each Entrant is confirming that they have read and agree to comply with these Terms and Conditions ("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 Twitter and/or Instagram application. Normal Internet access and data usage charges imposed by your carrier or online service will apply. Sponsor reserves the right to post any Entry submitted in this Sweepstakes on its website, on any other website controlled by Sponsor, and on social media. By submitting an Entry, you hereby agree to hold Released Parties, 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. All Entries become Sponsor's property and will not be returned or acknowledged.

Use of any automated system to participate is prohibited and will result in disqualification. If an entrant submits more than the number of Entries allowed by these Rules, and/or if the Sponsor suspects that an entrant attempted to obtain additional Entries by using multiple email addresses, social media and/or email accounts, registrations, identities or any other method, all Entries submitted by the entrants will be declared null and void, and the entrant may be disqualified from participation in the Sweepstakes at the Sponsor's sole discretion. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Entries, which will be disqualified. The person named as the registered owner of the user's email and/or social media account (e.g., Instagram, Twitter) associated with the Entry will be deemed the entrant. In the event of a dispute regarding the identity of an entrant, the dispute will be resolved in favor of the individual who is the "authorized e-mail account holder" of the e-mail address provided when the social media account was created. "Authorized email account holder" is defined as the natural person assigned an e-mail address by an Internet access provider, online service provider, or other organization (i.e., business, education institution) responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each potential winner may be required to show proof of being the authorized account holder. Sponsor reserves the right to disqualify any Entry for any reason, in its sole and absolute discretion.

Winner Selection: Potential Winners (“Winners”) will be selected at random from among all eligible Entries received during the Sweepstakes Entry Period. The Sweepstakes random drawing will be conducted on or about November 20, 2017 by a representative of the Sponsor. An email prize notification will be sent to each Winner based on the information provided by entrants on Entry. Winners may be required to execute and return an Affidavit of Eligibility and Liability as determined by the Sponsor or Sponsor’s agent and, unless prohibited by law, Publicity Release (“Affidavit/Release”) within five (5) days of date specified on notification or he/she will be disqualified, and an alternate Winner may be selected, at Sponsor’s sole discretion. If a Winner is otherwise eligible under these Terms and Conditions, but is nevertheless deemed a minor in his or her state of primary residence, the Winner’s parent or legal guardian is required to execute any required document on minor’s behalf. If a Winner fails to respond to the email prize notification or if any required document mandated by the Sponsor or prize notification is returned as undeliverable; or if potential winner has failed to execute and return the Affidavit/Release or any required document within the specified time period; or if Winner is otherwise found to be ineligible or cannot accept or receive the prize for any reason; or if the prize is returned undeliverable, such Winner will automatically forfeit all rights to the prize and an alternate winner will be selected from all non-winning eligible entries., at Sponsor’s sole discretion The Sponsor reserves the right to modify the notification procedures in connection with the selection of an alternate Winner, if any. Prizes will be awarded within thirty (30) days after each Winners’ verification. Should a Winner be found to have made any false statement(s) in the Affidavit/Release or any required document, the Winner will be disqualified and required to promptly return to Sponsor the prize. Except where prohibited by law, entry and acceptance of prize constitutes permission for Sponsor and/or any third party associated with the Sweepstakes to use each Winners’ name, prize won, hometown, and likeness for purposes of advertising, promotion and publicity (including online posting on Sponsor’s web site of choice) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

Prizes & Approximate Retail Values (“ARV”): Ten (10) Winners will receive one (1) acoustic Epiphone DR-100 guitar autographed by Darius Rucker (ARV of each prize: \$118.00). Total ARV of all prizes: \$1,118.00. Prizes are not redeemable for cash, non-assignable and non-transferable. No substitution for prize permitted except by the Sponsor who reserves the right to award another prize for one of comparable or greater value if the original prize is unavailable. If applicable, any federal, state, local sales and income taxes or other expenses relating to the use, acceptance and possession of prize are the each Winner’s sole responsibility. 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 prize except that each prize shall be subject to any applicable manufacturer’s standard warranties.

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

Consent and Release: To the fullest extent possible in law, entrants (or entrant’s parent or legal guardian if entrant is an minor), 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 entrant's participation, acceptance and use or misuse of prize (if entrant is determined a winner), including property damage, personal injury or death. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, announcement of prize or for any suspension of the Sweepstakes or Sponsor's 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, 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 State of California, U.S.A. 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. 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: Information collected from entrants is subject to Sponsor's Privacy Policy at <http://privacypolicy.umusic.com/terms/>. Any requested opt-in consent is not required and will not increase your chances of winning. To opt-out of the Sweepstakes and/or modify information, visit Sponsor's privacy policy at <http://privacypolicy.umusic.com/terms/>.

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 website or any combination thereof; (ii) any injury or damage to entrant'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 Terms and Conditions, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor 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), and to select winner from among all eligible entries received prior to termination. LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, 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 December 1, 2017): send an email to tasteofmusicweepstakes@gmail.com by November 19, 2017 with "Taste Of Music Sweepstakes Winners" on the subject line of the email.

This Sweepstakes is not sponsored, endorsed or administered by Instagram or Twitter, nor is 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 UMG 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.