

Red Bull Media House Standard Instagram Promotion Standard Official Rules

NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. ENTRANTS MUST HAVE A PUBLIC INSTAGRAM ACCOUNT AND A TWITTER ACCOUNT TO PARTICIPATE.

Promotions (each, a “Promotion”) that provide a link to these standard promotion official rules (the “Official Rules”) are governed by the Official Rules and are sponsored by Red Bull Media House North America, Inc., Santa Monica, CA 90404 (“Sponsor”). In addition to the Official Rules, additional terms and conditions may be included in the relevant Call for Entries and are incorporated into the Official Rules for that Promotion only.

ELIGIBILITY: Each Promotion begins and ends at the dates and times (the “Promotion Period”) indicated in the communication requesting entries into that Promotion (the “Call for Entries”). The Call for Entries may be given through an email invitation, social media post, or through other media. Unless expressly stated otherwise in the applicable Call for Entries, the Promotion is open to legal residents of the 50 United States and the District of Columbia that are at least 18 years old and the age of majority in their jurisdiction of residence at the time of entry. Any eligibility restrictions expressly stated in a particular Call for Entries that are in conflict with or in addition to these Official Rules will apply to that Promotion only. Void where prohibited.

To participate, you must have a Twitter® account and an Instagram® account that is open to the public (an account where anyone can subscribe to follow your photos). You are not eligible to participate if your Instagram account is set to the private option (where a user must approve all follow requests). If you are not a registered user of Twitter or Instagram, you can go to www.twitter.com to sign up for Twitter, and you can download one of Instagram’s mobile apps to sign up for Instagram. There is no fee or charge to become a registered user of either of these services. Your Twitter account will be used for Sponsor to communicate with you if you are awarded a prize.

Employees of Sponsor and its respective parent companies, subsidiaries, affiliates, advertising agencies, public relations agencies, prize suppliers, including any vendors providing services in connection with this Promotion (collectively, the “Sponsor Affiliates”), and employees, agents, directors, officers (including members of their immediate family – i.e., spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren – or same household) of Sponsor or any Sponsor Affiliates are not eligible to participate.

TO ENTER: During the Promotion Period, you may enter the Promotion by following the instructions in the relevant Call for Entries. You must follow all instructions in the relevant Call for Entries, and any information that you submit must be complete and accurate. You must follow the Instagram account that posted the Call for Entries in order to be eligible to win any prize.

Unless expressly stated otherwise in the applicable Call for Entries, limit one (1) entry per person (including, as applicable, household, email, social media account, and/or phone number) regardless of method of entry. No mechanically reproduced entries of any kind permitted. Illegible and incomplete entries are void. Sponsor is not responsible for lost, late, mutilated, postage due, misdirected entries or entries not received regardless of cause. In the event of a dispute over who submitted an online entry, the entry will be deemed to have been submitted by the authorized account holder of the email account associated with the social media account used to submit the disputed entry or with the email address used to submit the disputed entry. The authorized account holder is deemed to be the natural person who is assigned to the email address by the relevant entity responsible for assigning email addresses for the relevant domain. Entries become the

property of Sponsor and will not be returned.

WINNER SELECTION: Potential winner(s) in the number indicated in the relevant Call for Entries will be selected by random drawing on or about the drawing date provided in that Call for Entries. Limit one (1) prize per person (including, if applicable, household, email, social media account, and/or phone number). Odds of winning will depend upon the number of eligible entries received. Sponsor may indicate another method of winner selection in a particular Call for Entries (for example, the first eligible entry or entries wins), and that method of winner selection will apply for that Promotion only.

PRIZES: Sponsor will award the Prizes described in the relevant Call for Entries in the quantities noted and having the listed approximate retail value.

Unless expressly stated otherwise in the relevant Call for Entries, no travel will be awarded or provided in connection with any prize. Winners and guests, if any, are solely responsible for travel to and from any prize-related events. Any other costs and expenses associated with prize acceptance and use not specifically provided herein (such as gratuities, meals and transportation, and incidental charges) are the responsibility of the winning entrant.

Prizes are awarded "AS IS." Neither Sponsor nor Sponsor Affiliates make offer any warranty or guarantee, either express or implied (including, without limitation, quality, merchantability and fitness for a particular purpose) in connection with this Promotion or any prize. No issuer of any offered prize is associated with or sponsoring the Promotion. Event tickets, if any, are subject to the terms and conditions of the ticket issuer. Prize details and availability are subject to change, in which case a prize of equal value may be substituted at Sponsor's sole discretion. Prizes consist only of the items listed, are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. Any options regarding the size, color, or other features of a prize that is not specifically listed as part of the prize in the Call for Entries will be selected by Sponsor in its sole discretion. Federal, state, or local taxes on prizes, if any, and any other costs, fees or expenses not listed above are the sole responsibility of each winner.

NOTIFICATION: Winner(s) will be asked to provide a Twitter account to communicate with Sponsor. Potential winner(s) must first follow Sponsor's Twitter account (the specific account to follow will be provided by Sponsor) so Sponsor and the potential winner may communicate via direct message. Sponsor may also notify potential winner(s) via phone number or mail/email address, as determined solely by Sponsor. Sponsor may require winner(s) to complete, sign, and return Affidavit of Eligibility/Liability Release/Publicity Release forms, and other applicable documents, which may require a social security number, returned to Sponsor before the deadline indicated in the documents. If the relevant Call for Entries specifically states that individuals under 18 years old are eligible to enter and the potential winner is a minor in his or her state of residence, the prize will be awarded to the minor's parent or legal guardian and the parent or legal guardian will be required to complete, sign and return the Affidavit of Eligibility and Liability and (where permitted) Publicity Release within the same time period. At Sponsor's discretion, winners may be required to produce picture or some other form of proper identification to claim any prize. Sponsor reserves the right to substitute any prize with prize of equal or greater value. If a potential winner cannot be contacted, fails to timely claim the prize, is disqualified, fails to timely execute and return any required forms, or if the prize notification is returned as undeliverable, an alternate winner will be selected from other potential winners and/or by random draw from all remaining eligible entries. If by reason or printing or other error, more prizes are claimed than the number of prizes set forth in these Official Rules, a random drawing will be held to award the advertised number of prizes in the relevant category. Under no circumstances will more than the advertised number of prizes be awarded.

CONDITIONS OF ENTRY: By submitting any entry (including, without limitation any images, comments, or other content created and/or submitted by you) to Sponsor, whether complete or not and

Commented [FBT1]: If all communications will come through a single RB twitter account, then we can include that here. If not, then you can tell the potential winner which Twitter account to follow so you can message him or her.

whether eligible or not, you represent and warrant to Sponsor and Sponsor Affiliates that your entry (including, without limitation, any content created and/or submitted by you): (a) is your original creation; (b) has not copied, in whole or in part, any other work, (c) does not violate or infringe any copyright, trademark, patent, trade secret, privacy or publicity right, or other proprietary or intellectual property right of any person or entity; (d) is not defamatory, libelous, obscene, or otherwise illegal, and (e) is your sole and exclusive property, subject to no other third-party rights.

GRANT OF RIGHTS: Upon submitting an entry (including, without limitation any images, comments, or other content created and/or submitted by you), whether complete or incomplete, you grant to Sponsor and Sponsor Affiliates the worldwide, non-exclusive, irrevocable, royalty-free, perpetual license to copy, publish, distribute, promote, perform, edit, create derivative works of, or otherwise use portions of your entry (including, without limitation, any content created and/or submitted by you), without charge, for any purpose in connection with this Promotion or Sponsor or Sponsor Affiliates' business(es) in any format, media or technology now known or later developed for the full term of any copyright that may exist in your entry (including, without limitation, any content created and/or submitted by you).

PUBLICITY: Acceptance of any prize constitutes permission to the Sponsor to use winners' name, voice, statements, image and likeness for purposes of advertising and trade, in any medium, without further compensation or notice, unless prohibited by law.

NO LIABILITY & INDEMNIFICATION: Sponsor and Sponsor Affiliates are not responsible for, and entrants release each from, any failures of any kind (whether caused by computer, technical, or human error), which may either limit the entrant's ability to submit an entry, claim a prize, or otherwise participate in this Promotion, or Sponsor's ability to include all eligible entries, conduct random drawings, notify potential winners, or otherwise execute this Promotion in the manner intended. Entrants further release and agree to indemnify Sponsor, Sponsor Affiliates, Twitter, Inc., and Instagram, LLC from any and all liability, claims or actions of any kind whatsoever arising from injuries, damages, or losses to persons or property which may be sustained in connection with this Promotion including, but not limited to: (a) the receipt, ownership or use of any prize awarded; (b) any travel or prize-related activity; (c) any typographical or other error in these Official Rules or any other materials disseminated by Sponsor; and (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with any equipment, systems, networks, lines, satellites, servers, computers, or providers used by an entrant or Sponsor.

OTHER TERMS: Decisions of Sponsor on all matters related to the Promotion are final. Sponsor reserves the right to cancel or modify the Promotion for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Promotion, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Promotion as determined by Sponsor, in its sole discretion. Sponsor reserves the right to disqualify or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL & CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL MAKING ANY SUCH ATTEMPTS TO THE FULL EXTENT PERMITTED BY LAW.**

NO AFFILIATION WITH TWITTER OR INSTAGRAM: This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram, Twitter, or any other named or depicted people or entities other than Sponsor. Any questions, comments or complaints regarding the Contest should be directed to Sponsor.

WINNER LIST: A list of winners for each Promotion will be provided within one week after the final drawing date for that Promotion. To view the list of winners, email Katie.guastini@redbullsoundselect.com