

LIL DURK EXCLUSIVE LISTENING SESSION SWEEPSTAKES—OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT RESIDE WITHIN ONE HUNDRED FIFTY (150) MILES OF [1] NEW YORK, NY; [2] ATLANTA, GA; [3] CHICAGO, IL; OR [4] LOS ANGELES, CA (each, a “City”). The Lil Durk Exclusive Listening Session Sweepstakes (the “Sweepstakes”) begins at 3:00:00 PM Eastern Time (“ET”) on 7/11/16 and ends at 12:00:00 PM ET on 7/20/16 (the “Entry Period”). Sweepstakes consists of four (4) city drawings. Follow the drawing chart in these official rules (the “Rules”) for entry deadlines for a given city drawing. The Sponsor’s agent’s computer server will be the time keeping device for purposes of this Sweepstakes.

SPONSOR: Def Jam Recordings, a division of UMG Recordings, Inc. (located at 1755 Broadway, New York, NY 10019), is responsible for all aspects of the Sweepstakes.

ELIGIBILITY: Sweepstakes is open to legal residents of, and who are physically located within, one hundred fifty (150) miles of [1] New York, NY; [2] Atlanta, GA; [3] Chicago, IL; or [4] Los Angeles, CA (“Territory”), and who are age 21+ or older at time of entry. Void where prohibited by law. Employees and affiliates of the Sponsor and their respective affiliates, parent companies, subsidiaries, agents, advertising and promotions agencies, artists, crew members and anyone professionally associated with Lil Durk (the “Artist”), and any other individual or company involved in the development or execution of the Sweepstakes (the “Released Parties”) and their immediate families (parents, siblings, children and their respective spouses) and same households of each, whether or not related, are not eligible to enter or win. No groups, clubs or organizations may participate in this offer or reproduce or distribute any portion of these Rules or entry forms to its members.

ENTRY: For purposes of these Rules, all times and days are ET. You may enter the Sweepstakes by visiting <https://LilDurk2X.com> (the “Webpage”) and following the onscreen instructions to complete the entry form including the selection of the city drawing in which you wish to be entered (each, an “Entry” and collectively, the “Entries”). Entrant must select the city drawing in which she/he wishes to be entered for a chance to win the tickets for that particular exclusive listening session (each, an “Exclusive Listening Session”). Sponsor is not responsible for any travel and/or accommodations associated with attending an Exclusive Listening Session, if entrant is determined a winner. By participating in the Sweepstakes, each entrant is confirming that he or she has read and agrees to comply with: (i) these Rules; (ii) Sponsor’s terms of use, located at <http://privacypolicy.umusic.com/terms/>; and (iii) all other Sweepstakes requirements. Upon submitting your Entry, you will qualify for the applicable city drawing you elect to enter.

To be eligible for a random drawing, Entries for a specific city drawing must be received by 11:59:59 AM ET for a given Entry Period deadline date shown on drawing chart:

City Drawing for the following Exclusive Listening Session:		Entry Period Begins:	Entry Period Deadline:
7/13/16	New York, NY	7/11/16	7/13/16

7/18/16	Atlanta, GA	7/11/16	7/17/16
7/19/16	Chicago, IL	7/11/16	7/18/16
7/20/16	Los Angeles, CA	7/11/16	7/19/16

LIMITATIONS: Regardless of method of entry, only one (1) Entry per person. Entries for a given city drawing will only be considered for that particular city drawing and will not qualify for another city drawing. Duplicate Entries will be disregarded. 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. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the person whose name is connected with the email account. Entries by any method other than as set forth above are void. Any use of automated or programmed methods of effecting Entry is prohibited. The Released Parties are not responsible for Entries from persons residing, or physically located, outside the Territory; Entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost, misdirected, multiple, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider, Website or other connections; telephone or cell phone text messaging availability or accessibility; miscommunications; failed computer, satellite, telephone or cable transmissions, lines or technical failure; jumbled, corrupted, scrambled, delayed or misdirected transmissions; computer hardware or software malfunctions, failures, technical errors or difficulties; unauthorized human intervention; traffic congestion; undeliverable emails resulting from any form of active or passive email filtering; or other errors of any kind, whether due to electronic, mechanical or human error or other causes; even if caused by the negligence of any of the Released Parties. Each of such potential Entries will be disqualified and any attempt by a person to use multiple email or cell phone accounts to register more than once may result in disqualification at Sponsor’s sole discretion.

PRIZE(S): Four (4) grand prizes (each, a “Grand Prize”) will be awarded. One (1) Grand Prize awarded per city drawing. Each Grand Prize will be awarded to winner whereby the winner will be eligible to attend the applicable Artist Exclusive Listening Session (each to occur at a yet to be announced Sponsor designated location and Sponsor designated time) per the local market selected at time of entry. Grand Prize does not include transportation and accommodations which are each winner’s sole responsibility. Grand Prize consists of (A) one (1) ticket to the applicable Exclusive Listening Session; (B) one (1) pass to attend a meet and greet with Artist (to occur at Sponsor’s sole discretion and wholly dependent upon Artist availability); and (C) the opportunity to take over either Def Jam’s or Def Jam’s BallerAlert Snapchat account (collectively, the “Def Jam Socials”) solely for the duration of the applicable Exclusive Listening Session solely for the purpose of posting approved images or Snapchat recordings of the applicable Exclusive Listening Session (collectively, the “the Snapchat Content”) (provided, (A) Sponsor will own any and all Snapchat Content created by winner and (B) Sponsor will have the right (i) to approve the Snapchat Content prior to winner’s posting same on the Def Jam Socials and (ii) to reject any such Snapchat Content Sponsor finds objectionable for whatever reason in its sole unrestricted discretion). Approximate Retail Value (“ARV”) of each Grand Prize: \$100.00. Total ARV of all prizes: \$400.00. All meals, ground transportation, taxes, gratuities, incidentals, upgrades, service charges or other expenses not specified herein are not included and are winner’s sole responsibility. Exclusive Listening Session access is non-transferable. Selections of seats are at Sponsor’s sole discretion. No

substitution of Grand Prize offered, no transfer of Grand Prize to a third party is permitted and Grand Prize may not be redeemed for cash value, except by Sponsor, who reserve the right in its sole discretion to substitute Grand Prize for a prize of comparable or greater value. All fees, federal, state, local or other expenses relating to the use, acceptance and possession of Grand Prize are the sole responsibility of winner.

Winner must be able to attend on date mandated by the Sponsor or forfeit all rights to Grand Prize. Certain restrictions may apply. Arrangements for the fulfillment of Grand Prize will be made by Sponsor and/or its designated agent. The winner acknowledges that each Exclusive Listening Session is beyond the control of Sponsor and is subject to being rescheduled, modified or cancelled. If the applicable Exclusive Listening Session is postponed, canceled or has not occurred, no compensation or substitution will be provided and Sponsor shall have no further obligation to winner. If for any reason whatsoever, winner is unable to attend the applicable Exclusive Listening Session after all arrangements have been made, Sponsor shall have no further obligation to the winner. Winner must comply with any security procedures or measures imposed by the Exclusive Listening Session's personnel and/or its representative(s). Sponsor and/or each Exclusive Listening Session's personnel/representative(s) reserve the right in their sole discretion to suspend or cancel the winner's attendance at the applicable Exclusive Listening Session due to non-compliance with any security procedure or inappropriate behavior or misconduct. Winner is responsible for obtaining proper documentation (i.e., valid photo ID), prior to the applicable Exclusive Listening Session. Winner must meet the age of majority within his/her jurisdiction and will be required to complete and return a Liability/Publicity Release prior to travel.

WINNER SELECTION & ODDS: Each winner will be selected in a random drawing of all eligible Entries received for a given city drawing within two (2) hours of a particular city drawing's deadline date. All random drawings will be conducted by the Sponsor or its agent of choice whose decisions are final and binding. Odds of winning depend on the total number of eligible Entries received during the Entry Period for a given city drawing.

WINNER NOTIFICATION: Potential winner will be notified by email or phone within two (2) hours after a random drawing is conducted. Each winner must also be able to receive calls from an unlisted/blocked number (or have access to) an Internet connection to receive emails from the Sponsor and/or its designated agent. The contact information provided at time of entry will be used to notify each winner. Each winner will be required to complete and return an Affidavit of Eligibility and Liability and, unless prohibited by law, Publicity Release ("Affidavit/Release") as well as any other documents ("Prize Notification Documents") by the date and time specified on the notification, or he/she may be disqualified. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: [1] potential winner's failure to respond to notification within two (2) hours after its transmission; [2] the return of an email notification as undeliverable after two (2) attempts; [3] the return of any Grand Prize award notice or a Grand Prize as undeliverable; [4] potential winner's failure to submit Prize Notification Documents or provide Sponsor with satisfactory proof that he/she is the authorized account holder of the address or cell phone number associated with the winning Entry; [5] potential winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; [6] potential winner's failure to claim a Grand Prize within two (2) hours after a Grand Prize notification is sent; and [7] any other non-compliance with the Rules. In the event of Grand Prize forfeiture, Sponsor may, in its sole discretion, award or not award the forfeited Grand Prize to an alternate winner.

PRIVACY POLICY/DATA COLLECTION: Information provided by you for this Sweepstakes is subject to Sponsor's privacy policy located at: <http://privacypolicy.umusic.com/>.

PUBLICITY: Except where prohibited by law, entry and acceptance of each Grand Prize constitute permission for Sponsor and its agents to use each winner's name, Grand Prize won, story, hometown, likeness, photograph(s), and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission. Furthermore, the Sponsor and/or its agents may film, record and/or take photographs of each winner before/during/after the Exclusive Listening Session, and may use the resulting footage, recordings or photographs for a range of purposes, including, without limitation, for marketing and promoting Sponsor and/or its promotion partners/agents and their respective products and services. No additional compensation will be provided to a Grand Prize winner for any resulting footage.

CONDITIONS: By entering this Sweepstakes, you agree, represent and warrant that: [1] you will be bound by the Rules and the Sponsor's decisions, which shall be final in all respects; [2] the Entry becomes solely the Sponsor's property and will not be returned; [3] you release and hold harmless the Released Parties from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of Grand Prize; participation in the Sweepstakes or any Sweepstakes-related activity or from any interaction with, or downloading of, computer Sweepstakes information; [4] winner's acceptance of Grand Prize constitutes the grant to Sponsor and its assigns of an unconditional right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and Grand Prize information and/or statements about the promotion for any programming, publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; [5] in the event viruses, bugs, unauthorized human intervention, so-called acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, Sponsor has the right, in its sole discretion, to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select winner by such method as Sponsor in its sole discretion shall consider equitable; [6] the Released Parties are not responsible for typographical or other errors in the offer or administration of this Sweepstakes, including but not limited to: errors in the advertising, Rules, selection and announcement of the winner and distribution of each Grand Prize; [7] the Released Parties are not responsible for any inability of winner to accept or use any prize (or any portion thereof) for any reason; [8] the Sponsor has the right, at any time and at its sole discretion, to disqualify any individual it suspects to be doing any of the following: (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes; (b) violating the Rules; (c) violating the terms of service, privacy policy or other terms, conditions of use and/or general rules or guidelines of any Sweepstakes property or service or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or for any other good cause as determined solely by Sponsor; [9] all disputes, claims and causes of action at law or in equity (each, a "Claim") arising out of or relating to this Sweepstakes, the meaning or interpretation of the Rules or any Grand Prize awarded shall be resolved by applying the laws of the State of New York, without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in the state or federal courts within that State; [10] Sponsor has the right to modify Grand Prize award procedures at its sole discretion and

[11] you are solely responsible for all fees incurred through your wireless phone service for messages associated with participation in this Sweepstakes, if any.

WINNERS' LIST: For the winners' list (available after July 21, 2016, but prior to December 31, 2016), visit <https://LilDurk2X.com> after July 21, 2016.