

## **ATTEND THE VMA'S WITH BIG SEAN AT THE BARCLAYS CENTER PROMOTION OFFICIAL RULES**

The Attend The VMA's With Big Sean At The Barclays Center Promotion begins at 00:00 a.m. GMT on August 5<sup>th</sup>, 2013 (the "Promotion Start Date") and ends at 12:00 p.m. GMT on August 19th, 2013 (the "Promotion End Date") (such period referred to herein as the "Promotion Period"). The Promotion (as defined below) consists of a contest and a sweepstakes (the "Contest" and the "Sweepstakes", respectively, and, together, the "Promotion"). The Promotion is sponsored by Prizeo US, Inc. (the "Sponsor").

### **1. HOW TO ENTER: NO PURCHASE OR DONATION NECESSARY TO ENTER OR CLAIM PRIZE. NEITHER A PURCHASE NOR DONATION WILL INCREASE YOUR CHANCES OF WINNING.**

Participants may enter the Sweepstakes by visiting [www.prizeo.com/bigsean](http://www.prizeo.com/bigsean) (the "Promotion Website") during the Promotion Period and making a donation to The Sean Anderson Foundation (the "Charity") by following the on-screen prompts. If you donate \$3, £3, €3 or \$3 AUD you will receive 3 entries and a gift of a thank you e-card; \$10, £10, €10 or \$10 AUD you will receive 10 entries and a gift of a thank you e-card and a thank you video message from Big Sean; \$25, £25, €25 or \$25 AUD you will receive 25 entries and a gift of the e-card, the video message and the new album, Hall Of Fame, in digital format; \$50, £50, €50 or \$50 AUD you will receive 50 entries and a gift of the e-card, the video message, the digital album and an Aura Gold Tank Top; \$75, £75, €75 or \$75 AUD you will receive 75 entries and a gift of the e-card, the thank you video and a signed copy of the new Hall Of Fame album; \$100, £100, €100 or \$100 AUD you will receive 100 entries and a gift of the e-card, the thank you video, the signed Hall Of Fame album, and a sleeveless Aura Gold sweatshirt; \$250, £250, €250 or \$250 AUD you will receive 250 entries and a gift of the e-card, the thank you video, the signed Hall Of Fame album, the Aura Gold Tank Top and an Aura Gold Sweatshirt; \$500, £500, €500 or \$500 AUD you will receive 500 entries and a gift of the e-card, the video message, the signed Hall Of Fame album and Finally Famous Sol Republic Headphones, or by entering your own self-selected donation amount above the foregoing amounts, you will receive the number of entries and gift as are revealed to you on the Promotion Website prior to finalizing your donation.

To enter the Sweepstakes without donating to the Charity, visit the Promotion Website, print the free entry form <http://d3q3s755d8j7xq.cloudfront.net/static-assets-prod/0898a3cf-f01a-4da1-86e9-eb03db76c89d> and complete the form by hand using blue or black ink. Place the card in an envelope, affix first-class postage, and send it to the applicable Sponsor address, as indicated below in paragraph 7 below. Only one entry form per envelope will be accepted.

Participants may enter the Contest by using the 'Refer-A-Friend' feature to refer friends to make a donation to the Charity through the Sweepstakes. Each of the top ten (10) Contest entrants who refer the most friends who make donations to the Charity through the Sweepstakes during the Promotion Period will win a Contest Prize, as set forth below.

Participation in the Promotion is voluntary and does not require you to purchase anything from Sponsor, nor to make a donation to the Charity. No illegible, incomplete, forged, mechanically reproduced or altered entries will be accepted. All entries become the property of Sponsor and will not be returned.

## **2. PRIZES:**

Sweepstakes Prize. In addition to the donation level gifts identified in Section 1 above, one (1) winner of the Sweepstakes (the “Sweepstakes Winner”) will receive a trip to New York City to walk the red carpet and attend the VMA’s with Big Sean. The winner will receive a ticket to the VMA’s on 25<sup>th</sup> August 2013 (“ARV” \$500), red carpet access with Big Sean (“ARV” \$0), flights from winner’s closest international airport to New York City (“ARV” \$1,000) from 24 – 26 August 2013, two (2) night’s accommodation in New York City (“ARV” \$400) (collectively, the “Sweepstakes Prize”). All expenses, travel, and other costs not expressly stated in the foregoing Sweepstakes Prize package description are the sole responsibility of winner, including transportation to and from the airports. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. Sponsor is not responsible if the Sweepstakes Winner does not use any event tickets on day of the applicable event. Approximate retail value (“ARV”) of the Sweepstakes Prize is \$1,900. Actual value may vary based on airfare and hotel rate fluctuations and distance between departure and destination.

Contest Prize. The Contest entrants who finish between 1-5 on the leaderboard as a result of referring the most friends who make a donation to the Charity through the Sweepstakes during the Promotion Period (the “Top Contest Winners”) will receive: a pair of new exclusive Big Sean Adidas sneakers and will be followed by Big Sean on Twitter and Instagram (ARV: \$200) (the “Top Contest Prizes”). The contest winners who finish between 6-10 on the leaderboard will receive Sol Republic Headphones and be followed by Big Sean on Twitter and Instagram (“ARV” \$100) (the “Contest Prize”). Restrictions, conditions and limitations may apply. Total ARV of all Contest Prizes: \$1,500. Actual value may vary.

Each winner of a prize or recipient of a donation gift is responsible for reporting and paying all taxes associated with his/her receipt of such prize or donation gift. Sponsor will withhold and/or report taxes as required by the applicable law of Sponsor’s jurisdiction and winner’s jurisdiction. The winners will not receive the difference between the actual retail value and approximate retail value. The odds of winning depend on the number of eligible entries received. Sponsor reserves the right to substitute prizes of equal or greater value. No other substitution or transfer of prizes permitted, and prizes cannot be redeemed for cash. Sponsor is responsible only for prize delivery and not prize utility.

## **3. ELIGIBILITY:**

The Promotion is only open to individuals who are registered members of [www.prizeo.com](http://www.prizeo.com) and are at least eighteen (18) years of age at the time of entry. Regrettably, while anyone is free to make a donation to the Charity, residents of certain countries will be unable to enter participate in the Contest or the Sweepstakes for a variety of reasons, which include local sweepstakes and contest laws and compliance legislation. These countries are Burma/Myanmar, Cuba, Iran, Libya, North Korea, Sudan, Syria, Belgium, Malaysia, Norway, Sweden, Quebec, Portugal, Mexico, Saudi Arabia, Iraq, Jordan, Lebanon, Qatar, Indonesia, Yemon and all African nations with the exception of South Africa. Other countries are void where prohibited. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. By participating in the Promotion, each participant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Sponsor and warrants that she/he is eligible to participate in the Promotion. Employees, independent contractors, officers, and directors of Sponsor, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, and their immediate family members and persons living in the same household, are not eligible to participate in the Promotion.

THE PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW and is subject to applicable federal, state and local laws and regulations.

#### **4. SELECTION OF WINNERS:**

On or about 20<sup>th</sup> August 2013 (the “Drawing Date”), Sponsor will select the Sweepstakes Winner. The Sweepstakes Winner will be selected in a random drawing from all eligible entries received by the Sponsor during the Promotion Period. The Sweepstakes Winner will be notified by e-mail using the information provided to the Sponsor and will also be announced on the Promotion Website.

The Contest entrants with the ten (10) highest number of referred friends who make a donation to the Charity through the Sweepstakes during the Promotion Period will be displayed on a leader board on the Promotion Website and will be notified by e-mail using the information provided to the Sponsor. Throughout the Promotion Period, Contest entrants will be able to track their status on the leader’s board located on the Promotion Website.

Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the winners. The winners agree to Sponsor’s use of her/his name, address, likeness, and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law. Where lawful, the winners may be required to sign and return a Declaration of Compliance, Liability and Publicity Release.

If any potential winner of the Sweepstakes or Contest is a Canadian resident he/she will be required to answer a time limited skill testing question without assistance, in order to be eligible to receive a prize. In the event any of the winners cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release or fails provide any other requested information, does not accept the applicable prize within five (5) business days of being notified by Sponsor, fails to answer the skill-testing question correctly (if applicable), the winner is ineligible, or the applicable prize or prize notification is not deliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner.

**5. CONDITIONS:** Sponsor, The Sean Anderson Foundation, Big Sean (Sean Anderson) and their respective agents, directors, officers, shareholders, employees, insurers, servants, parents, subsidiaries, divisions, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors (the “Released Entities”), are not responsible for, shall not be liable for, and hereby disclaim all liability arising from or relating to: (i) late, lost, delayed, damaged, misdirected, misaddressed, incomplete, or unintelligible entries; (ii) telephone, electronic, hardware or software program, network, Internet, computer or other malfunctions, failures, or difficulties of any kind, whether human or technical; (iii) failed, incomplete, garbled, or delayed computer or e-mail transmissions; (iv) any condition caused by events beyond the control of Sponsor; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of any prize, or any portion thereof that may have been awarded, or acceptance, possession, or use of any prize, or any portion thereof that may have been awarded, or from participation in the Promotion; or (vi) any printing or typographical errors in any materials associated with the Promotion. Sponsor reserves the right, in its sole discretion, to suspend, modify or cancel the Promotion should any unauthorized human intervention or other causes beyond Sponsor’s control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In the event that proper administration of the Promotion is prevented by such causes as contemplated above, Sponsor will pick the winners from all eligible, non-suspect entries received prior to such action. By participating in the Promotion, participants and winners agree to release, discharge and hold harmless the Released Entities, and all others associated with the development and execution of the Promotion, from any and all losses, damages, rights, claims and actions of any kind arising out of or relating to the Promotion, participation in the Promotion, any prize, or any portion thereof that may have been awarded, and/or

acceptance, possession, use or misuse of any prize, or any portion thereof that may have been awarded, including but not limited to statutory and common law claims for misappropriation or participant's right of publicity. This Promotion shall be governed by California law. By participating in this Promotion, participants agree that California courts shall have jurisdiction over any dispute or litigation arising from or relating to this Promotion and that venue shall be only in California.

**6. WINNERS LIST:** The first name, last initial, city and state of the winners and a copy of these Official Rules will be available on the Promotion Website shortly following the Drawing Date and for ninety (90) days thereafter.

**7. SPONSOR:**

Prizeo US, Inc.  
1880 Century Park E, Suite 200  
Los Angeles, CA 90067

Prize Provider: The Sean Anderson Foundation, 6689 Orchard Lake Road, #254, West Bloomfield, Michigan 48322.

**8. NOTICE:** Sponsor reserves the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Promotion in violation of these Official Rules and/or criminal and/or civil law.

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