

#HERECOMESTHESUN CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

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

ENTRY INTO THIS SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. CONTEST IS GOVERNED BY U.S. LAW AND IS SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS, REGULATIONS, AND ORDINANCES.

CONTEST ENTRY PERIOD: The #HereComesTheSun contest (the "Contest") begins at 9:00:00 AM Pacific Time ("PT") on 9/23/19 and ends at 8:59:59 PM PT on 9/24/19 ("Contest Entry Period"). The Sponsor's designated agent's computer system shall be the official timekeeper for the Contest.

SPONSOR: Universal Music Enterprises, a division of UMG Recordings, Inc., 2220 Colorado Ave., Santa Monica, CA 90404 ("Sponsor" or "UMe") is solely responsible for all aspects of this Contest.

ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States (including the District of Columbia), who are registered users of Instagram or Twitter, age 13 years of age or older at time of entry. Void where prohibited by law. Employees of the Sponsor, their respective parent companies, agents and anyone professionally associated with the affiliates, subsidiaries, advertising and Contest agencies, and any other individual or company involved in the development or execution of the Contest ("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 Contest or reproduce or distribute any portion of these official rules ("Rules") to its members.

PROMOTION FORMAT: Contest Sponsor may require that entrant have a valid Instagram account or Twitter account in order to enter the Contest as part of the requirements of the Contest Entry. Normal internet access and usage charges imposed by your online service may apply. If an entrant accesses the Contest on entrant's mobile device, the entrant's wireless service provider may charge entrant for applicable message and data charges. Entrants should consult their wireless service provider regarding its pricing plans prior to participating via a mobile device. If you are not already a member of Instagram, you may

HOW TO ENTER: Visit <https://www.umgcatalog.com/sweepstakes/beatles-abbey-road> ("Website") during the Contest Entry Period and follow all onscreen entry process instructions to (1) upload your original photograph taken of oneself celebrating The Beatles music (the "Selfie"), created solely by you to Instagram ("Service Provider 1" or "Instagram") or Twitter ("Service Provider 2" or "Twitter"), (2) add the hashtag #HereComesTheSunContest, (3) tag @thebeatles in your Instagram photo caption or in your Twitter post, (4) post or tweet your Selfie during the Contest Entry Period, (5) complete the entry form by providing your email address, zip code and a publicly viewable link to your Twitter or Instagram Selfie post and click "Submit". . The aforementioned posting of your Selfie to Instagram, tweeting of your Selfie via Twitter, the inclusion of the hashtag #HereComesTheSunContest, the tagging of @thebeatles and the completion of the entry form are collectively referred to herein as the "Entry". To qualify for the judging, your Entry must be received by 8:59:59 AM PT on 9/24/19 and must include the hashtag #HereComesTheSunContest and tag @thebeatles. Once you submit your Entry, your submission is considered final and may not be modified or edited. Limit: One (1) Entry per entrant. The Selfie, the hashtag and the tag are required for Entry. 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. By entering the Contest, you are agreeing to the Rules and the terms of use (TOU) of Service Provider 1 (found at <https://help.instagram.com/581066165581870>) or the terms of service (TOS) of Service Provider 2

(found at <https://twitter.com/en/tos>). Normal Internet access and usage charges imposed by Entrant's online service may apply. Entrant understands that, by participation in this Contest 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.

If you are not already a member of Twitter or Instagram, become a member of www.Twitter.com or www.Instagram.com for free and sign into your newly created Twitter.com or Instagram.com account to Enter the Contest.

During the Contest Entry Period, you will disclose your relationship with the Sponsor in any online posts you make which reference the #HereComesTheSunContest hashtag by including the statement "I entered a Contest sponsored by UME" in any such online posts. If your Entry is determined as a winner, you will continue to disclose your relationship with the #HereComesTheSunContest hashtag in all online posts you make that reference UME and/or any of its products or services by including the statement "I received a prize from UME" in any such online posts. You must follow Sponsor's Instagram and/or Twitter accounts so you can see updates and announcement relating to the Contest, including and if applicable, any winner notification announcement to see if you've won (pending verification).

Duplicate Entries will be disregarded. Entries are subject to all notices posted online including Sponsor's privacy policy and Website TOU/TOS. Multiple entrants are not permitted to share the same email address, Instagram or Twitter accounts. 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.

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

Any Selfie submitted that does not meet the Entry guidelines below and/or conform to the Selfie requirements as stated above and on the Website registration form, will be disqualified from the Contest.

Entry Guidelines: To qualify for the Contest, Entries must comply with the following content guidelines to be eligible. Entry cannot:

- Be sexually explicit or suggestive; derogatory of any ethnicity, race, gender, or religion; or profane or pornographic (e.g., contain nudity);
- Promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous;
- Defame, misrepresent or contain disparaging remarks about the Sponsor, their artists, or other people and/or companies;
- Contain any use of trademarks, logos, landmarks, copyrighted materials owned by others as determined by Sponsor (except for those of Sponsor), or contain any personal identification;
- Communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.

Entry must:

- Be original and solely created by you. It is your responsibility to obtain, prior to submission of the Entry, the approval and rights to use any content that you did not create;
- Not have been previously published, submitted, or otherwise used for any other commercial purpose;

Entrant further represents and warrants that the entrant has obtained written permission from each person whose name, image, likeness, and/or voice ("Likeness") is included in the Selfie, if any, and that such person(s) have granted entrant all necessary rights to use the person's Likeness as described in these Rules, and that entrant can make written copies of such permissions available to the Sponsor upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness on behalf of the minor.

By submitting your Entry, you warrant and represent that you consent to the submission and use of the Entry in the Contest. Contest 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 competitive with, 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.

CONTEST JUDGING: All eligible and qualifying Entries received during the Contest Entry Period will be judged by personnel from the Sponsor or their designated agent (collectively, the "Judges") to determine the top scoring Entry (subject to verification). The top scoring Entries will then be declared a prize winner of the Contest and will receive the prize ("Prize") detailed herein, subject to verification. Judges' decisions are final and binding on all matters related to the Contest. Judging will be based on the following judging criteria: (a) most creative interpretation of the Contest theme (60%); (b) most original interpretation of the Contest theme (30%); most representative of The Beatles song "Here Comes The Sun" (10%).

TIES: In the event of a tie, the Entry (from among the tied Entries) with the highest score for most creative interpretation of the Contest theme will be declared the winner (subject to verification). In the event of a further tie, the Sponsor will determine the winner from among the tied Entries. The Sponsor reserves the right to not award any Prize if, in its sole and absolute discretion, it does not receive a sufficient number of eligible and qualified Entries during the Contest Entry Period.

WINNER NOTIFICATION: A direct message ("Prize Notification") to each winner's email, Twitter or Instagram account provided at time of Entry will be sent on or about 9/24/19. Potential Prize winners must also be able to receive calls from an unlisted/blocked number and have (or have access to) an internet connection to receive emails from the Sponsor and/or its designated agent. The contact information provided on Entry will be used to notify each Prize winner. Prize winners will be required to respond to the prize notification within twelve (12) hours of the notification and deployment of the Copyright Assignment and Release of #Herecomesthesun Contest Submission ("Release/Affidavit") with a completed, signed and returned Release/Affidavit to Sponsor or its designated agent. A background check may be conducted on the Prize winners. If a winners' Twitter or Instagram account is deactivated or the "protected mode" is set so that the potential winners' updates/responses may not be visible to Sponsor or the Release/Affidavit or prize notification is not returned within the specified time period stated herein, or if an Release/Affidavit or Prize notification is returned as undeliverable, if a Prize winner is otherwise found to be ineligible, if negative information is revealed as a result of a background check, or if winner cannot accept the Prize for any reason, then the Prize winner will automatically forfeit all rights to the Prize and, at the Sponsor's sole discretion and time permitting, an alternate winner may be determined. Should a Prize winner be found to make any false statement(s) or to not be in compliance with these Rules, that winner will be disqualified, and an alternate Prize winner may be determined. Except where prohibited by law, entry and acceptance of Prize constitute permission for Sponsor and its agents to use Prize winner's name, Prize won, Entry (including Selfie), hometown, likeness,

photographs, and statements for purposes of advertising, the Contest 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.

PRIZE DETAILS: One-hundred (100) Prize(s) will be awarded. Each Prize will consist of the winner's Selfie to be included in The Beatles music video collage. Prizes have no retail value. All taxes, incidentals, upgrades, service charges or other expenses not specified herein are not included in Prize and are the sole responsibility of the Prize winner. All Prize details are at Sponsor's sole discretion. Certain restrictions may apply. If for any reason whatsoever, the Prize winner is unable to accept the Prize for any reason whatsoever, the Sponsor shall have no further obligation to such winner.

ASSIGNMENT OF RIGHTS: Entrant hereby acknowledges that Entry and all other materials of every kind whatsoever created by entrant relating to the Contest (collectively, the "Work") are a "work made for hire" (as that term is used in the United States Copyright Act) for Sponsor, and Sponsor is the sole and exclusive owner, in perpetuity and throughout the universe, of all right, title and interest in and to the Work, including, without limitation, all copyrights in and to the Work (and all renewals and extensions thereof now or hereafter provided by law) and all the rights therein and thereto, and may exploit the Work (and all rights therein) in any manner throughout the world without restriction on a gratis basis. Without limiting the binding effect of any of the foregoing provisions, in the event that any part of the Work is deemed not to be a "work made for hire" for Sponsor, entrant hereby irrevocably and exclusively grants and assigns to Sponsor (or, if any applicable law prohibits or restricts such assignment, entrant hereby grants to Sponsor an irrevocable, perpetual, royalty-free, transferable license of) on a gratis basis all right, title and interest in and to such Work, including, without limitation, all rights of every kind and nature (whether now known or hereafter devised, including all copyrights therein and thereto and all renewals and extensions thereof), throughout the universe, in perpetuity, for all purposes, in any and all media, whether now known or hereafter devised. Entrant hereby waives all so-called "moral rights of authors" and "droit moral" rights (and any similar or analogous rights under the applicable laws of any country of the world). Each entrant agrees and acknowledges that no public performance, synchronization, mechanical, writing, publishing and/or master use royalties, monies or consideration of any kind will be payable in connection with Sponsor's, or Sponsor's designees and licensees, use of the Work, whether commercial use or otherwise, in any and all media, whether now known or hereafter devised. Entrant warrants and represents that Entrant has the right to this assignment of rights and that the Work is and shall be new and original with Entrant and shall be capable of copyright protection throughout the universe, that it does not and shall not violate or infringe upon any common law or statutory right of any party, or constitute unfair competition and is not now and shall not be the subject of any litigation. Entrant shall indemnify and hold the Released Parties harmless from and against any losses, costs, liabilities, claims, damages or expenses arising out of any claim which is inconsistent with any warranty or representation made by the Entrant in this assignment of rights.

RELEASES: Participating Entrants agree to these Rules and the decisions of the Sponsor and release, defend and hold harmless Released Parties as well as the employees, officers, directors and agents of each, from all claims and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons, which may be sustained in connection with either directly or indirectly, (1) the awarding, receipt, ownership, use or misuse of any prize awarded herein; or (2) participation in the Contest or any prize-related activities, including, but not limited to, traveling to or from any prize-related activity, if any. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Each Prize winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Contest.

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

GENERAL: By entering the Contest, each entrant affirms that s/he has read, understands and accepted these Rules. Any information collected by entering the Contest shall be used only in a manner consistent with these Official Rules and Sponsor's privacy policy. The Sponsor reserves the right to cancel or modify the Contest if fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, the Sponsor reserves the right to award any prize from among the eligible, non-suspect Entries received up to the time of the impairment. The Sponsor is not responsible for 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. Sponsor is also not responsible for any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any materials associated with the Contest. CAUTION: Any attempt by an entrant to deliberately damage the Contest Website or undermine the legitimate operations of the Contest is a violation of criminal and civil laws and should such an attempt be made; the Sponsor reserves the right to seek damages from any such entrant to the fullest extent permitted by law.

DISPUTES: This Contest is subject solely to the applicable federal, state and local laws of the United States and is not subject to any laws outside of the United States; provided, however, that, except where prohibited, by participating in the Contest, each entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved exclusively by final and binding arbitration under the rules of the American Arbitration Association in an arbitration to be held at the AAA regional office nearest the Sponsor where the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; (b) a judgment upon any such arbitration award may be entered in any court having jurisdiction; (c) to the degree any dispute, claim or cause of action arising out of or connected with this Contest or any prize awarded is not subject to arbitration, then it shall be adjudicated exclusively by the appropriate Federal or state courts located in Santa Monica, CA, U.S.A.; (d) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action; (e) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (f) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, and any and all rights to have damages multiplied or otherwise increased, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of California.

RULES AND WINNER LIST: For the winner list (available after 10/1/19) or a copy of the Rules (before 9/24/19) send a self-addressed, stamped envelope indicating which to: #HERECOMESTHESUN CONTEST WINNER LIST OR OFFICIAL RULES REQUEST, c/o UMe, 2220 Colorado Ave., Santa Monica, CA 90404.

DISCLAIMER: This Contest is not sponsored, endorsed or administered by Twitter or Instagram, nor is Twitter or Instagram associated with the Contest in any way. You understand that you are providing information to Sponsor. Any questions, comments or complaints regarding the Contest must be directed to UMe 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.