

CONTEST RULES AND REGULATIONS

Gold In Canada Back To School Contest (the "Contest")

Organized by

Gold/Platinum Canada

and with

Music Canada ("Sponsor") and Universal Music Canada, Sony Music Canada, and Warner Music Canada ("Prize Provider[s]")

HOW TO ENTER

No purchase necessary. Beginning at 12 PM Eastern Time ("ET") on September 6, 2018, Contest participants will be required to visit Gold/Platinum Canada's Twitter and/or Instagram pages (the "Social Media Platforms"), or visit the [official contest post](#) on [Music Canada's blog](#) to be directed to each Social Media Platform. Eligible entrants must be a member of either Instagram and/or Twitter, or become a member for free by following the instructions for either Twitter, or [Instagram](#). The Contest is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram, and all Social Media Platforms are completely released of all liability by each entrant in this Contest.

You may enter the Contest through the following methods:

1. **Instagram:** To enter the Contest, visit Gold/Platinum Canada's [Instagram page](#) before the Contest Closing Time, "Follow" Gold/Platinum Canada, "Like" the Contest post AND in the "comments" post the title of your favourite song certified #GoldinCanada in the summer of 2018 and name ("mention") a friend's Instagram username that you listened to it with. In order for your entry to be validated, your Instagram profile settings must be public. By entering the Contest through Instagram, you affirm that all of the information listed in your Instagram account is complete and correct and you hereby agree that participation in this Contest is subject to the Instagram standard [terms and conditions](#) and Instagram's [privacy policy](#). To the extent that there is a conflict between these Rules and Regulations and the Instagram standard terms and conditions, these Rules and Regulations shall govern. Any questions, comments or complaints regarding the Contest must be directed to Music Canada and not Instagram.
2. **Twitter:** Visit Gold/Platinum Canada's [Twitter page](#) before the Contest Closing Time, "Follow" the Gold/Platinum Canada Twitter, "Like" the Contest tweet, AND in the "replies" section of the Contest post your favourite song certified #GoldinCanada in the summer of 2018 and name ("mention") a friend by their Twitter username that you listened to it with. In order for your entry to be validated, your Twitter profile settings must be public. By entering the Contest through Twitter, you affirm that all of the information listed in your Twitter account is complete and correct and you hereby agree that participation in this Contest is subject to the Twitter [terms of service](#) and Twitter's [privacy policy](#) found. To the extent that there is a conflict between these Rules and Regulations and the Twitter standard terms and conditions, these Rules and Regulations shall govern. Any questions, comments or complaints regarding the Contest must be directed to Music Canada and not Twitter.

Entrants can enter once per Social Media Platform, for a maximum of two (2) entries. If you choose to enter the Contest using a mobile phone, standard data fees may apply.

ELIGIBILITY

The Contest is open to all residents of Canada, excluding the province of Quebec, who at the start date of the Contest are thirteen (13) years of age or older. Entrants under the age of majority are eligible to win provided that the entrant's parent or legal guardian accepts the prize on his/her behalf. Employees, officers, and directors (including immediate family members and members of the same household) of the Sponsor and its respective distributors, dealers, marketing representatives, printers, advertising or promotional agencies, or any other organization associated with the Contest are not eligible to participate.

CONTEST CLOSING DATE: To be eligible to win the Contest, entries must be received no later than 11:59 PM ET on September 18, 2018 (the "Contest Closing Date").

PRIZES

GRAND PRIZE: There will be one (1) Grand Prize Package (the "Grand Prize Package") available to be won. The Grand Prize includes six (6) vinyl records (approx. value of Grand Prize: \$200 CAD), with the following titles:

- One (1) vinyl copy of Harry Styles *Harry Styles*
- One (1) vinyl copy of G Eazy *The Beautiful & Damned*
- One (1) vinyl copy of Arkells *Morning Report*
- One (1) vinyl copy of Lorde *Melodrama*
- One (1) vinyl copy of Khalid *American Teen*
- One (1) vinyl copy of Scott Helman *Hotel D'Ville*

RUNNER-UP PRIZE: There will be one (1) Runner-Up Prize Package (the "Runner-Up Prize Package") available to be won. The Runner-Up Prize Package includes five (5) compact discs (approx. value of Runner-Up Prize \$65.00 CAD), with the following titles:

- One (1) CD copy of Scott Helman *Augusta*
- One (1) CD copy of P!nk *Beautiful Trauma*
- One (1) CD copy of Camila Cabello *Camila Cabello*
- One (1) CD copy of Jordan Davis *Home State*
- One (1) CD copy of Charlotte Cardin *Main Girl / Big Boy EP*

The Grand Prize and Runner-Up Prize Packages as described are subject to availability, may not be exchanged for cash, is nontransferable, non-refundable, may not be sold, and must be accepted as awarded, without substitutions.

THE DRAW

Contest judges at the Music Canada offices located at 85 Mowat Ave, Toronto, Ontario, M6K 3E3, will make a random draw for the Grand Prize Package on September 19, 2018 from all eligible entries received on or before the Contest Closing Date. All eligible entries from all Social Media Platforms will be compiled into a master draw, which will then be randomly selected from to determine the Winners. The first attempt to contact a selected entrant by direct message on their winning Social Media Platform will be made within two (2) business days of the draw date. To win the Grand Prize Package or Runner-Up Prize Package and be declared the winner, the selected entrant will be required to correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid. The winner of the Grand Prize Package or Runner-Up Prize Package must also sign a declaration and release form discharging and releasing the Sponsor and Prize Providers from any and all claims for damages, losses or injuries resulting from the Contest, and confirming compliance with the Contest Rules. If a selected entrant cannot be notified and the skill-testing question cannot be administered within two (2) business

days of the first attempt to contact the selected entrant, the entrant will be disqualified, and an alternate entrant will be selected.

If a selected entrant is under the age of majority, the contest eligibility and liability/publicity release must be signed and submitted by the selected entrant's parent or legal guardian. The names of the Grand Prize and Runner-Up Prize winners may be listed on Gold/Platinum Canada and Music Canada's social media platforms upon Contest completion.

The chances of being selected in the Contest draw depend upon the total number of eligible entries received.

GENERAL CONDITIONS

By entering this Contest and voluntarily providing your personal information, entrants consent and agree to the Sponsor's collection and use of the entrant's information for the administration of this Contest and agree to Sponsor's use of entrant information for the purpose of contacting entrant in relation to this Contest. For the avoidance of doubt, entrants are providing information to the Sponsor, not Twitter, Instagram, and any social media platform not aforementioned.

By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules and Regulations, including eligibility requirements. Entrants release and hold harmless the Sponsor, Social Media Platforms, their respective parent, related and affiliated companies, subsidiaries, members, dealers, advertisers, prize providers, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, artists, advisors, assignees, and all others associated with the development and execution of the Contest, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract, or fundamental breach which the entrants or his/her parents or legal guardians might have or could have, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Grand Prize or Runner-Up Package awarded.

The Sponsor is not responsible for incorrect or inaccurate entry information which may affect a person's ability to participate in the Contest or be awarded a prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully comply with these Contest Rules and Regulations.

Sponsor agree that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in this Agreement and in full compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL"). Sponsor is prohibited from sharing and will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided by or collected or obtained by Sponsor for the purpose of this Contest. Sponsor agrees to maintain records of CASL compliance.

The Sponsor reserves the right, in their sole discretion; to cancel or suspend this Contest without notice should any cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Contest.

The Contest is subject to all applicable federal, provincial and municipal laws. The Contest is in no way sponsored, endorsed, administered by or associated with any Social Media Platform.