

The Green Music Group Challenge

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CHALLENGE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **CHALLENGE PERIOD/ENTRY DEADLINE:** The Green Music Group Challenge (the “**Challenge**”) begins at 12:00 noon. (Eastern Time [“**ET**”]) on April 10, 2010 and ends at 12:00 noon ET on August 13, 2010 (the “**Challenge Period**”). All entries must be received by 12:00 noon ET on August 13, 2010.
2. **ELIGIBILITY:** To enter the Challenge you must be 1) a permanent legal resident of the 48 contiguous United States or District of Columbia, 2) physically located in the 48 contiguous United States or District of Columbia, 3) 18 years of age or older at the time of entry, and 4) a licensed driver. The Challenge is void outside of the 48 contiguous United States and the District of Columbia, and where prohibited or restricted by law. Employees of Reverb, Inc., a 501(c)(3) non-profit organization (“**Sponsor**”), Green Music Group (a project of Reverb, Inc.), RPMC, LLC (“**Challenge Administrator**”), each of their respective parent, affiliate and subsidiary companies, and each of their advertising, fulfillment and promotion agencies (collectively, the “**Challenge Entities**”), and members of their immediate families (parents, children, siblings and spouses, regardless of where they reside) and households (whether related or not), are ineligible to participate in this Challenge. Eligibility will be determined by Sponsor, in its sole discretion.
3. **HOW TO ENTER:**
 - A. First, visit <http://challenge.greenmusicgroup.org> (the “**website**”) to get more details on the Challenge. Be sure to carefully review the Official Rules of the Challenge (including all instructions on the submission of your photograph and the judging criterion).
 - B. At the start of each Challenge Entry Period (as described in the chart below), the website will reveal a new eco-friendly call-to-action (“**Action**”) challenge to all visitors to the website. Each Challenge Entry Period will contain a different Action challenge. See the chart below for a schedule and description of prizes of all Challenge Entry Periods.
 - C. Then, photograph (or have someone else photograph) people participating in the applicable Action for that Challenge Entry Period. Be sure to include as many people as possible participating in the Action in the photograph. You may appear in the photograph but it is not required. Please see Section 4 of these Official Rules for all photograph requirements and restrictions. Also see Section 5 for the criterion to be applied for the judging of the photograph.
 - D. After you download the photograph to your computer, you must return to the website (<http://challenge.greenmusicgroup.org>) prior to the end of the Challenge Entry Period in which you performed the Action and create a profile following the instructions provided on the website (or simply log in if you have already created a profile), and then upload the Action photograph to the website (following the instructions provided on the website). You must tag your uploaded photograph with the Entry Period number for the applicable Challenge Entry Period. If you fail to return to the website, create a profile (or log in) and upload your photograph in accordance with the instructions provided on the website prior to the end of the applicable Challenge Entry Period in which you performed the Action, your entry will be disqualified for that Challenge Entry Period, and that Action and photograph will not be eligible to be entered during any other Challenge Entry Period.
 - E. By creating your profile and submitting your photograph, you are accepting the terms and conditions of these Official Rules. Your “**Entry**” consists of the information provided in your profile and your photograph (including the appropriate Action tag for the photograph). You must submit your Entry in the manner described above by no later than the applicable date and time defined in the chart below in order to be entered into the pool of entries for a

particular Challenge Entry Period. Only complete Entries will be accepted. If an Entry is incomplete or does not comply with the specifications and Official Rules described herein, or if the photograph submitted does not comply with the required specifications, then the Entry may be disqualified at Sponsor's sole discretion. Entries that are submitted or received in any manner other than described above, are not eligible. Neither Sponsor nor the Challenge Administrator will verify receipt of Entries. You should retain a copy of the photograph submitted for the Challenge. **There is a limit of one Entry per entrant per Challenge Entry Period.** If more than one Entry is received from the same person for the same Challenge Period, then the entrant will be disqualified for that Challenge Entry Period.

Challenge Entry Period #	Challenge Entry Periods (Starts at 12:00 noon ET on the first day and ends at 12:00 noon ET on the last day)	Prize(s) To Be Awarded
1	Saturday 04/10/10 – Friday 04/23/10	Specialized Mountain Bike & Rossignol Dave Matthews Band Limited Edition Stefan Lessard Signature Snowboard
2	Saturday 04/24/10 – Friday 05/07/10	Bonnaroo Album Download + Patagonia Apparel (backpack & coat)
3	Saturday 05/08/10 – Friday 05/21/10	DJ Hero Game and Best Buy Gift Card
4	Saturday 05/22/10 – Friday 06/04/10	Hard Rock Cafe Gift Certificate
5	Saturday 06/05/10 – Friday 06/18/10	Live Nation season passes for Comcast or Shoreline venues
6	Saturday 06/19/10 – Friday 07/02/10	Carbon Offsets for 1 yr + Ben & Jerry's for One Year
7	Saturday 07/03/10 – Friday 07/16/10	WMG Music Select Music Catalogue + iPad
8	Saturday 07/17/10 – Friday 07/30/10	Sierra Club Outing
9	Saturday 07/31/10 – Friday 08/13/10	A Martin SWOMGT Sustainable cherry model acoustic guitar

4. PHOTOGRAPH REQUIREMENTS AND RESTRICTIONS:

- A. Each photograph must depict people participating in the applicable Action for the Challenge Entry Period during which the photograph is submitted as part of an Entry.
- B. Each photograph must be in an image file and not exceed 6 Megapixels in size.
- C. Each photograph must not contain any obscenity, crude language or symbols, gang signs, violence, nudity, depictions of a sexual nature, or pornographic depictions and/or other offensive images (as defined by Sponsor, in its sole discretion) or your Entry will be disqualified.
- D. Sponsor reserves the right to verify the accuracy and legitimacy of your Entry Form and photograph, as well as your compliance with each of the provisions of these Official Rules.
- E. Each entrant agrees, represents and warrants that the use of his/her photograph submitted in this Challenge is authorized by all persons having rights with respect to the photograph, and its use in this Challenge will not violate the rights of any third parties.

5. **SELECTION OF CHALLENGE ENTRY PERIOD PRIZE WINNERS:** The Entries of all eligible entrants will be judged by a panel of judges selected by Sponsor (“**Judges**”) and will be scored based on the following criteria and with the following weight given to each such criterion: 1) Creativity (25%), 2) Environmental “Greenness” (25%), 3) Number of people in the photograph participating in the Action (25%), and 4) Fun! depicted (25%). Based on such judging criteria, the Judges will select one entrant with the highest score from the pool of eligible Entries received in accordance with the provisions of these Official Rules for each Challenge Entry Period. The odds of being named the winner of a Challenge Entry Period depend on the number of entrants competing in a particular Challenge Entry Period. In the event of a tie, the entrant with the highest score in the first judging criterion set forth above will be declared a winner. In the event there is still a tie, the entrant with the highest score in the next judging criterion set forth above will be declared a winner. The decisions of the Judges relating to the judging of all entrants are final and the decisions of the Sponsor and Challenge Administrator are final and binding in all respects relating to this Challenge. In the event it is determined that any potential winner is ineligible to participate in this Challenge, then such winner is subject to disqualification for any reason and the Sponsor, at its sole and absolute discretion, may elect to name the entrant receiving the next highest score as the potential Challenge Entry Period Prize winner. There is a limit of one (1) Challenge Entry Period Prize per person and per household.
6. **SELECTION OF THE GRAND PRIZE WINNER:** The Challenge Administrator, an independent judging organization whose decisions are final and binding in all matters relating to this Challenge, will conduct a random drawing on or about August 19, 2010, to select the Grand Prize winner from all eligible Entries submitted during the course of the Challenge Period. Odds of winning the Grand Prize depend on the number of eligible entries received.
7. **NOTIFICATION OF THE CHALLENGE ENTRY PERIOD PRIZE WINNER:** Each potential Challenge Entry Period Prize winner will be notified on or about the first business day after each applicable Challenge Entry Period ends via telephone, email and/or mail, at Sponsor’s sole discretion. If the potential winner cannot be personally contacted within five (5) days from the first notification attempt, then such entrant may (at Sponsor’s sole discretion) be disqualified. If he/she is disqualified, then the winner with the next highest score may be chosen as the Challenge Entry Period Prize winner in his/her stead.
8. **NOTIFICATION OF THE GRAND PRIZE WINNER:** The potential Grand Prize winner will be notified by telephone, email and/or mail, at Sponsor’s sole discretion on about August 20, 2010. If the potential winner cannot be personally contacted within five (5) days from the first notification attempt, then such entrant may (at Sponsor’s sole discretion) be disqualified. If he/she is disqualified, then a random drawing will be conducted to select an alternate winner from the pool of eligible entries received during the Challenge Period.
9. **PRIZES:**

One (1) Grand Prize: A 2010 Honda Insight Hybrid LX (Manufacturer’s Suggested Retail Price \$19,800.00). Applicable vehicle sales tax will be paid for by the Sponsor. Winner is responsible for any expenses associated with the vehicle, including, but not limited to: registration, license fees, insurance, extended warranties and all other costs incurred in claiming, registering or using the vehicle. Winner is also responsible for all costs associated with any optional accessories ordered by the winner. Winner must take delivery from a dealer specified by Sponsor and must take possession of the Grand Prize no later than thirty (30) days after receiving notice that the vehicle has been delivered to the dealership and is ready to be claimed. Failure of the winner to take possession within such time will result in disqualification. Winner must provide Sponsor with evidence of insurance and a valid driver’s license prior to taking delivery of the vehicle.

Nine (9) Challenge Entry Period Prizes:

Challenge Entry Period #1 Prize: A Specialized Mountain Bike and Rossignol Dave Matthews Band Limited Edition Stefan Lessard Signature Snowboard. (Approximate Retail Value [**ARV**] \$1,000.00)

Challenge Entry Period #2 Prize: Album music download from the 2009 Bonnaroo Music Festival and Patagonia apparel which consists of a backpack and coat. (ARV \$375.00). Download only available at headcount.org. Patagonia coat sizes are subject to availability.

Challenge Entry Period #3 Prize: DJ Hero video game with turntable controller and a \$300 Best Buy gift card. Game available on Playstation3, XBOX or Wii (at winner's choice). Game console is not included. (ARV \$400.00). Gift card is subject to all restrictions and rules of use normally applicable to such gift cards. Such gift card can only be redeemed at participating Best Buy locations where such gift cards are accepted.

Challenge Entry Period #4 Prize: A \$500 Hard Rock Cafe gift certificate. (ARV \$500.00). Gift certificate is subject to all restrictions and rules of use normally applicable to such gift certificates. Such gift certificate can only be redeemed at participating Hard Rock Cafe locations where such gift certificates are accepted.

Challenge Entry Period #5 Prize: Live Nation season passes for one year at one of two Live Nation venues: 1) The Comcast Center in Mansfield, Massachusetts or 2) The Shoreline Amphitheatre in Mountain View, California. Transportation and accommodations are not included. Certain restrictions may apply. (ARV \$1,000.00).

Challenge Entry Period #6 Prize: Contributions toward one or more projects which will provide carbon offsets for the winner for one year and Ben & Jerry's Ice Cream for a year awarded in the form of fifty-two (52) gift certificates for one pint size order of ice cream. Gift certificate is subject to all restrictions and rules of use normally applicable to such gift certificates. Such gift certificates can only be redeemed at participating Ben & Jerry's Ice Cream store locations. The project(s) providing the carbon offsets will be selected at Sponsor's sole discretion.
(ARV \$400.00)

Challenge Entry Period #7 Prize: A selection of music from WMG's music catalogue and 16GB Wi-Fi Apple iPad (ARV \$800.00) Music selected by Green Music Group & Warner Music Group

Challenge Entry Period #8 Prize: A \$1,000 gift certificate for a Sierra Club Outing. (ARV \$1,000.00). Gift certificate is subject to all restrictions and rules of use normally applicable to such gift certificates. Such gift certificate can only be redeemed for select Sierra Club outings or activities.

Challenge Entry Period #9 Prize: A Martin SWOMGT Sustainable cherry model acoustic guitar (ARV \$1,799.00)

The ARV of all prizes (including the vehicle) is \$27,074. All taxes, upgrades and any other expenses not specifically identified in these Official Rules as included in a prize are the responsibility of each winner. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Sponsor does not make, and is not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to any prizes, regarding the use, value or enjoyment of the prize, including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose.

10. **RELEASES/TAXES:** Potential winners may be required to execute and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (except where prohibited) (the "**Affidavit/Release**"). Although you must be 18 years of age or older to enter the Challenge, if a prize winner is deemed a minor in his/her state of residence, then the parent/legal guardian of such minor must sign any documents required herein on behalf of such minor. All Affidavit/Releases must be returned within the time indicated in the documents. If such documents are not returned within that time, or if an entrant is found to be ineligible, or if he/she does not comply with the Official Rules, or if prize documentation or prize notifications of a potential winner are returned as undeliverable, then such entrant/potential winner will be disqualified, and an alternate potential winner will be selected from among all eligible entries received, using either the next highest scored entry for a Challenge Entry Period Prize or a random drawing to determine the Grand Prize winner, as applicable. All federal, state, local or other tax liabilities, including but not limited to use taxes

and income taxes or like amounts in connection with a winner's award, acceptance or use of a prize arising from this Challenge will be the sole responsibility of the winner.

11. **USE/OWNERSHIP:** All Entries submitted become the property of Sponsor (whether disqualified or not) and will not be returned. Except to the extent prohibited by law, by participating in the Challenge entrant agrees that i) Sponsor shall own the Entry and all photographs submitted by the entrant (including all rights embodied therein), ii) that the entrant waives his/her moral rights therein, iii) All persons having rights with respect to the photograph have authorized its use in accordance with the provisions of these Official Rules, and its use in this Challenge will not violate the rights of any third parties, and that iv) Sponsor and its designees may use, publish, and display all elements of such Entry (including but not limited to the entrant's photograph and other likeness, name, address [city and state], biographical information, statements and voice) in whole or in part, in any and all media either now known or not currently known, in perpetuity throughout the universe for all purposes (including but not limited to promotional and marketing purposes, and advertising, publicizing and promoting the Sponsor, and for use in connection with displays) without notification and without compensation of any kind to entrant or any third party. Sponsor reserves all rights, including without limitation, the right to reproduce, alter, amend, edit, publish, modify, crop and use each Entry in connection with commercials, advertisements and promotions related to the Sponsor, the Challenge and any other contests sponsored by Sponsor, and in connection with any displays, in any and all media, now or hereafter known, including but not limited to, television, theatrical advertisements, radio, Internet, newspapers, magazines and billboards.
12. **CHALLENGE CONDITIONS:** This Challenge is subject to all applicable federal, state and local laws. By participating, each entrant agrees (i) to be bound by these Official Rules and the decisions of the Sponsor and the Challenge Administrator, and waives any right to claim ambiguity in this Challenge or these Official Rules, and (ii) to release, discharge, indemnify and hold harmless the Challenge Entities, and their respective officers, directors, employees, shareholders, representatives and agents (collectively, the "**Released Parties**"), from and against any and all claims, damages or liabilities due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Challenge-related activity or participation in this Challenge, including any claims relating to use, misappropriation or disclosure of the Entries or photographs. All decisions of the judges, Sponsor and the Challenge Administrator are final in all matters relating to this Challenge.
13. **LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for lost, late, misdirected, undeliverable, illegible, unreadable, unviewable, garbled, corrupted, damaged, stolen or incomplete Entries. The Released Parties are also not responsible for system errors or failures, or faulty transmissions or other telecommunications or other types of malfunctions or interferences and/or for Entries or photographs not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, Web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion or failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, or faulty transmissions, or for any problems or technical malfunctions. Sponsor may disqualify an entrant if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Challenge by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives. If for any reason this Challenge is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Challenge and select Challenge Entry Period winners by judging those eligible entries received up to the cancellation/suspension date and select the Grand Prize winner via a random drawing of those eligible entries received up to the cancellation/suspension date. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

14. **PRIVACY POLICY AND TERMS OF USE: BY ENTERING THIS CHALLENGE, EACH ENTRANT ACKNOWLEDGES AND AGREES THAT: (i) THE ENTRANT HAS OPTED-IN TO REVERB'S PRIVACY POLICY ON THE CHALLENGE ENTRY PAGE; AND (ii) BY OPTING-IN, THE ENTRANT HAS READ AND CONSENTS TO REVERB'S PRIVACY POLICY AND TERMS OF USE. EACH ENTRANT FURTHER ACKNOWLEDGES THAT IF HE/SHE IS CHOSEN AS A WINNER, CERTAIN OF HIS/HER IDENTIFYING INFORMATION MAY BE DISCLOSED TO THIRD PARTIES AT LEAST AS REQUIRED BY LAW INCLUDING, WITHOUT LIMITATION, ON A WINNERS LIST.**
15. **RULES/WINNERS LIST:** To view the Official Rules go to <http://challenge.greenmusicgroup.org> or to receive a copy of the Official Rules or a list of the winners, send a self-addressed stamped envelope to: The Green Music Group Challenge, P.O. Box 8991, Calabasas, CA 91372-8991. Please specify "rules" or "winners list". VT residents may omit return postage.
16. **SPONSOR(S):** Reverb, Inc., 386 Fore Street, Suite 202, Portland, ME 04101.
17. **CHALLENGE ADMINISTRATOR:** RPMC, LLC, 24013 Ventura Boulevard, Calabasas, CA 91302.