

Official Rules
Music Choice x Blue Ridge CMA Awards® Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Entry Period/Sponsor: Music Choice x Blue Ridge CMA Awards® Sweepstakes (“**Sweepstakes**”) commences at 12:01AM Eastern Standard Time (“ET”) on September 23, 2019 and ends at 11:59PM (ET) on October 20, 2019 (the “**Entry Period**”). “**Sponsor**”: Music Choice - 650 Dresher Road, Horsham, PA 19044. The Promotional Partner is Blue Ridge Communications, PO Box 215, 613 Third Street, Palmerton, PA 18071 (“**Promotional Partner**”). The provider of the Grand Prize is the Country Music Association, Inc., [35 Music Square E Suite 201, Nashville, TN 37203] (“**Prize Provider**”).

2. Eligibility: From the official time and date of the start of the Entry Period through the final date of prize fulfillment, you must be a lawful permanent U.S. citizen and resident residing in the 50 United States or the District of Columbia. Sweepstakes is void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and all other U.S. territories and possessions, and where restricted or prohibited by law. Entrants must be at least 18 years of age or older at time of entry. Employees, officers and directors of Country Music Association, Inc., Sponsor, affiliated companies, subsidiaries, promotional partners (including, without limitation, Blue Ridge Communications) and advertising/promotion agencies (collectively “**Sweepstakes Entities**”) as well as their immediate families (i.e., parents, spouse, children, siblings, grandparents, step parents, step children and step siblings), and those residing in the same household are not eligible to enter the Sweepstakes. Sweepstakes is subject to all applicable federal, state, and local laws. **Please note: Entrants must be available to travel between the dates of November 12th and November 14th, 2019 to be eligible to enter to enjoy the Grand Prize.**

3. To Enter: You may enter by filling out the official Music Choice Sweepstakes online entry form located at www.MusicChoice.com/blueridge and submitting it during the Entry Period. You may also enter by hand printing your name, complete address, city, state, zip, date of birth, daytime phone number, e-mail address and how you heard about this Giveaway (e.g. the specific MUSIC CHOICE® Television channel, the Music Choice website, from a friend, etc.) on a 3” x 5” card and mailing it in a first class postage prepaid envelope to Music Choice x Blue Ridge CMA Awards® Sweepstakes at 328 West 34th Street, New York, NY 10001. You will receive one entry into this Giveaway for a properly completed card received by Sponsor as provided herein. All written entries must be postmarked by October 20th, 2019, and received by Sponsor before 11:59 pm (EST) on October 21st, 2019. Any other attempt at Internet, e-mail or mail entry is void. Limit one entry per person, family or household. By submitting an entry, you are also agreeing to permit Music Choice and the Country Music Association to send e-mails, newsletters, and other promotional offers to the e-mail address used to register. For information on Music Choice’s data practices, please visit our Privacy Policy – see Paragraph 10 below. For information on the Country Music Association’s data practices, please visit its Privacy Policy – see Paragraph 10 below.

4. Grand Prize Winner Selection/Notification: There will be one (1) grand prize winner (“**Grand Prize Winner**”) randomly selected on or about October 21st, 2019 from among all of the Eligible Entries received. Sponsor will make up to three (3) attempts over the twenty four (24) hour period following the potential Grand Prize Winner’s selection to contact the potential Grand Prize Winner via the telephone number(s) or email address provided on his/her entry form. If a potential Grand Prize Winner cannot be reached during the twenty four (24) hour period in which he/she is called (no messages will be left on answering machines or voicemail systems) the potential Grand Prize Winner will be disqualified and an alternate potential Grand Prize Winner will be selected from among the remaining applicable Eligible Entries received, if time permits.

5. Grand Prize Winner Verification: The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as a potential Grand Prize Winner. In the event of non-compliance by the potential Grand Prize Winner, such potential Grand Prize Winner shall be disqualified and all privileges otherwise due as the Grand Prize Winner shall be terminated and an alternative potential Grand Prize Winner may be chosen from among all of the remaining applicable Eligible Entries received in Sponsor’s sole discretion. The Grand Prize Winner must complete and sign within three (3) days of receipt of such documents from Sponsor: (a) an affidavit of eligibility and release of the Sweepstakes Entities from any and all liability, loss, claims, demands, and causes

of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with these Sweepstakes or the use/misuse or acceptance of the Grand Prize or any portion thereof to be eligible for the Grand Prize, (b) except where prohibited by law, a promotional release granting the Sweepstakes Entities the right to use the Grand Prize Winner's name and likeness for advertising and publicity purposes without additional compensation, and (c) a credit card pre-authorization form from the hotel to cover room incidentals (as noted in 6(iii) below) if applicable, which pre-authorization form must be returned directly to the hotel by the potential Grand Prize Winner. Entry into these Sweepstakes constitutes agreement to sign such releases and complete such forms. Grand Prize Winner also must acknowledge that the Sweepstakes Entities have not and will not obtain or provide insurance of any kind relating to the Grand Prize and that the Grand Prize Winner will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize. Grand Prize Winner must also complete any additional legal documents provided by Sponsor (or a third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the timeframe specified or Grand Prize Winner may forfeit the Grand Prize at Sponsor's sole discretion. All decisions of Sponsor relating to these Sweepstakes are final. Sponsor expressly reserves the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason Sponsor deems necessary.

6. Grand Prize: The Grand Prize Winner will receive a trip for two (2) to be used by the Grand Prize Winner and his/her one (1) guest (the "Guest") to Nashville, Tennessee to attend the CMA Awards® at the Bridgestone Arena in Nashville, TN on November 13, 2019 (the "**Event**"). Foregoing timeframe and specific event dates subject to change. If Grand Prize Winner cannot travel on dates specified by Sponsor, Grand Prize Winner will forfeit all rights to the Grand Prize. Sponsor is not responsible if potential Grand Prize Winner is unable or unavailable to accept Grand Prize. The trip will include: (i) roundtrip coach class air transportation for Grand Prize Winner and Guest, which shall originate from a major U.S. gateway airport of Sponsor's choice nearest Grand Prize Winner's residence (as determined by Sponsor) to Nashville, TN. Sponsor reserves the right to substitute ground transportation if Grand Prize Winner resides within 150 miles of Nashville, TN; (ii) round trip ground transportation for Grand Prize Winner and Guest (to be taken together) between airport and hotel in Nashville, TN; (iii) two (2) nights hotel accommodations in Nashville, TN for Grand Prize Winner and Guest, which shall be one (1) standard room based on double occupancy (Meals, telephone calls, tips and other incidentals and costs are not included; (iv) two (2) tickets to the Event (collectively, the "**Grand Prize**"). The approximate retail value ("**ARV**") of the Grand Prize is \$2,500, depending on time of travel and departure. Additional restrictions may apply. The ARV is subject to change based on current market conditions at time of Grand Prize fulfillment and the time of travel and the distance between departure and destination. Any difference between the ARV and the actual value, if any, will not be awarded. Odds of winning depend on number of Eligible Entries received. If, for any reason, Sponsor is unable to provide tickets to the Event, Sponsor's only obligation is to award the trip portion of the Grand Prize or a prize of equal or greater value (which may include a cash prize equal to the ARV of the trip portion of the Grand Prize), in Sponsor's sole discretion. No other substitution, transfer or cash equivalent permitted except by Sponsor in Sponsor's sole discretion. Sponsor reserves the right not to award the Grand Prize if it determines, in its sole discretion, that an insufficient number of Eligible Entries were received during the Entry Period. Grand Prize Winner is solely responsible for all taxes, expenses, and other costs not specifically stated as included with the Grand Prize. Actual prize may differ from any promotional images.

If the Grand Prize Winner is not available to travel on the dates specified by Sponsor in its sole discretion, Grand Prize Winner privileges and Grand Prize will be terminated and an alternative Grand Prize Winner will be selected from the remaining Eligible Entries, if time permits. Grand Prize Winner and Guest must travel on the same itinerary. Grand Prize Winner and Guest must travel on the dates specified by Sponsor or the Grand Prize will be forfeited. Guest traveling with Grand Prize Winner must be, at time of Grand Prize fulfillment the age of majority in the jurisdiction in which he/she resides, unless accompanied by a parent or legal guardian. Sponsor will determine the airline and accommodations in its sole discretion. Travel restrictions, conditions and limitations may apply. Travel arrangements are subject to availability and must be roundtrip. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. Sponsor shall not be liable for any loss or damage to baggage. The Grand Prize Winner understands and agrees that Sponsor and/or prize provider have the right, at their sole discretion, to disqualify and remove the Grand Prize Winner or his or her Guest from any activity at any time without compensation if the Grand Prize Winner's or his or her Guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor or prize provider, or otherwise violates the policies of the Sponsor or prize providers, and in such a case, Grand Prize Winner will still be solely responsible for all taxes and other expenses related to the prize. All travel dates are subject to change in Sponsor's sole discretion. If, for any reason, any

Grand Prize related event is delayed, cancelled or postponed, Sponsor reserves the right, but is not obligated, to cancel or modify the Sweepstakes in its discretion and shall award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Grand Prize as set forth in these Official Rules. The dates for fulfillment of the Grand Prize will be between November 12, 2019 and November 14, 2019 (specific dates within this timeframe to be determined by Sponsor in its sole discretion), timeframe and specific dates subject to change in Sponsor's sole discretion. A Guest may be a minor based on the laws in the state where entrant resides ("Minor"), but a Minor who is a Guest must obtain permission from his/her parent/legal guardian to so participate and all documentation required of such Minor must be executed by his/her parent/legal guardian.

7. General Terms: By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and by the interpretations of these Official Rules and decisions of Sponsor, which are final in all matters relating to the Sweepstakes. Participation in the Sweepstakes and acceptance of the Grand Prize constitutes the winner's permission for Sponsor to use winner's name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by the winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrant agrees on his/her behalf, and on behalf of his/her respective heirs, executors, administrators, legal representatives, successors and assigns to release and hold harmless Sweepstakes Entities (including, without limitation, Music Choice, Country Music Association, Inc. and Powers Management) from any and all liability, for loss, harm, damage, injury, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, judgments, costs or expenses whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in the Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes related activity and for any claims based on publicity rights, defamation or invasion of privacy and prize delivery. Sponsor reserves the right to cancel, modify or suspend the Sweepstakes or any portion thereof should causes beyond the control of Sponsor corrupt the administration, security or proper play of the Sweepstakes, in which case prizes will be awarded via random drawings from among all Eligible Entries received prior to cancellation. Sponsor reserves the right to disqualify any entrant who does not comply with these Official Rules, or attempts to interfere with this Sweepstakes in any way.

8. Disputes: Any and all legal actions or claims arising in connection with this Sweepstakes or these Official Rules must be brought in a court of competent jurisdiction within the State of New York and will be governed by and interpreted under the laws of the State of New York without regard to its conflicts of laws provisions and shall be resolved individually, without resort to any form of class action. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

9. Request for Name of Grand Prize Winner and Official Rules: To obtain a list of winners or Official Rules, send a self-addressed stamped envelope to: Music Choice x Blue Ridge CMA Awards® Sweepstakes. Music Choice, Attn.: Brigid Mariquit, 328 West 34th Street, N.Y. N.Y.10001. All requests for a copy of the Official Rules and for the name of the Grand Prize Winner must be made by December 1, 2019. Please note on the front left-hand corner of your outer envelope whether you are requesting "Official Rules" or the name of the "Grand Prize Winner". Vermont residents may omit return postage if requesting a set of Official Rules.

10. Privacy: All information submitted to Sponsor as part of this Sweepstakes will be treated in accordance with the privacy policy of the Sponsor located at <http://www.musicchoice.com/content/legal/PrivacyPolicy.htm>, and as applicable, the privacy policy of the Prize Provider located at <https://www.emaworld.com/privacy/>

11. Sponsor: This Sweepstakes is sponsored by Music Choice - 650 Dresher Road, Horsham, PA 19044. Country Music Association, Inc. is not a sponsor. CMA Awards® and associated logos are registered trademarks of Country Music Association, Inc., all rights reserved.

You understand that you are providing your information to Sponsor. Inquiries (whether questions, comments or complaints) should be directed to Sponsor.

Any third party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of

such third party trademarks in these Official Rules or in the Sweepstakes is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Sweepstakes. You are providing your information to the Sponsor and the information you provide will only be used in accordance with the Official Rules of this Sweepstakes.