



VIVE TU MÚSICA with 5™ CONTEST

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. THIS CONTEST IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

CAREFULLY READ THESE RULES AS YOU WILL BE BOUND BY THEM.

1. ELIGIBILITY: The "Vive tu Música with 5™ Contest" ("Contest") is open only to individuals who are legal residents of the 50 United States or the District of Columbia and who, as the date of entry, are 18 years of age or the age of majority or older in their state of residence. Employees of Wm. Wrigley Jr. Company ("Sponsor"), LA TV Networks, LLC, Commonground, Bravo Advertising, Liquid Thread, Mediavest, Dig Communications and each of their respective parent companies, affiliates, subsidiaries, advertising and promotion, fulfillment and/or judging agencies (each, a "Contest Entity" collectively, the "Contest Entities"), and their immediate family members (parents, children, siblings, spouse, grandparents and the "steps" of each) and members of their same households (whether related or not), are not eligible to enter or win. Void outside of the 50 United States and District of Columbia and wherever prohibited by law.

2. OVERVIEW OF THE CONTEST: The Contest starts March 14th, 2011 at 12:00 P.M., ET and ends August 9, 2011 at 11:59:59 P.M., ET (also referred to herein as the "Contest Entry Period"). The Contest provides an opportunity for an individual performer ("Soloist") or a band ("Band") to submit an entry ("Entry") performing his/her/its own original musical song ("Song") to compete and become the Grand Prize Winner of the Final Event Vive tu Música with 5™ Grand Finale Concert to be held on August 9, 2011 in Los Angeles, CA. As further described in Rule 3(C) below, an Entry may consist of video file upload (an audio may be converted to video file) of the Soloist's/Band's performance of the Song. For purposes of these Official Rules, a "Band" is defined as consisting of between two (2) and six (6) members; and a "Soloist" is defined as an individual performer. All individuals participating in this Contest must meet the eligibility requirements stated in Rule 1 above, be amateur musicians/entertainers/performers and none of them, either individually and/or collectively can, during the period of the Contest or at the time of prize fulfillment and acceptance, be a party to any agreement with any record label, production company, publishing company or any third party (including, without limitation, reality television programs) that would in any way interfere with the individual's participation in the Contest, have rights in the Entry, and /or acceptance of any prize(s) that may be awarded to the Soloist or Band in the Contest. The requirements for the Entry are set forth in Rule 4 below. All Entries must be in compliance with these Official Rules as stated herein or



they will be disqualified. All Entries must be submitted no later than April 4, 2011 at 11:59:59 P.M., ET. Entries may be submitted either by a Soloist or by a Band Member who has been designated by his/her Band as the “Band Representative”. The Band Representative must be a member of the Band. No individual may submit more than one (1) Entry throughout the Contest regardless of the number of Bands of which s/he is a member or the email address used. All subsequent Entries will be disqualified. There will be three (3) rounds of judging as described in Rule 5 below.

3. HOW TO SUBMIT YOUR VIDEO & ENTER THE CONTEST:

(A) NOTE: Be sure that you, as a Soloist, or you, as the Band Representative and each of your fellow Band Members have each carefully read these Official Rules as by entering, each of will be bound by them. Additionally, each Soloist or Band Member, as applicable, will be deemed to have made or agreed to each obligation, representation, warranty, release, indemnification, assignment, grant or waiver that is required in these Official Rules and each Band Member will be deemed to have authorized the Band Representative, to act on his/her behalf and to bind him/her in all matters pertaining to this Contest and to be the Band’s point of contact with the Contest Entities in conjunction with the Band’s participation in the Contest.

(B) REGISTRATION: Regardless of whether you are a Soloist or a Band Representative, go to www.vivetumusica5.com (the “Website”) and follow the on-screen instructions and provide all of the required information on the Registration Form, including, as applicable, the complete legal name of the Soloist or the Band Representative. Additionally, the Soloist must confirm that s/he meets the Contest’s Eligibility Requirements as stated in Rule 1 above and the Band Representative must similarly confirm that s/he and each Band Member meets the Contest’s Eligibility Requirements.

(C) VIDEO PROFILE PAGE: Follow the on-screen instructions to create a Video Profile Page, including (i) both your performing name (if any) and complete legal name if you are a Soloist and your city of residence or (ii) if you are a Band Representative, your Band’s legal performing name, the city of origination of your Band. As stated above, your Band cannot consist of more than six (6) Band Members, including yourself. Additionally, regardless of whether you are a Soloist or a Band Representative, you must provide a Profile Description, written entirely in English or Spanish that does not exceed Three Hundred (300) characters including spaces and title. Then, follow the on-screen instructions to upload your Entry. The Entry can consist of either a video file with audio (“Video File”) or an audio file converted to video (“Audio File”) of you (if you are a Soloist) or your Band, as applicable, performing an original Song NOTE: As used herein below, the term “Entry” shall include either the Video or Audio Files of the Song’s performance. The Entry may not exceed 50 MB in size and be in one of the following formats, i.e. mov, .mpg, .wmv or .mp4. If a Soloist or Band Representative (sometimes referred to as “Soloist/Band Representative”) submits an Entry that consists solely of an Audio File, Sponsor reserves the right, in its sole discretion, to assign an icon or image of its choosing to the Audio File for its posting as an Entry on the Website. No lip syncing or post-production voice enhancement of the Entry is permitted. Any Entry not in conformance with these requirements will be rejected and ineligible to compete in the Contest. **IMPORTANT:** In addition



to complying with the requirements stated above, your Entry must be in strict compliance with the provisions of Rule 4 below or it may be disqualified and ineligible to compete in the Contest. **PLEASE REVIEW YOUR ENTIRE ENTRY PROFILE PAGE PRIOR TO SUBMITTING IT; ONCE YOU HAVE SUBMITTED YOUR ENTRY PROFILE PAGE, YOU MAY NOT MAKE ANY CHANGES, EDITS OR MODIFICATIONS TO IT.**

(D) GENERAL: Regardless of whether you are a Soloist or a Band Representative, you may only submit only one (1) Entry throughout the Contest regardless of the number of bands of which you are a member or of the email address you use. Your submission or attempted submission of more than one (1) Entry is not allowed and will result in disqualification of all subsequent submissions. Entries become the property of Sponsor and will not be returned. Note: Although your Entry may be posted on the Contest Website on or about April 7, 2011, its posting does not constitute the Sponsor's decision or agreement that your Entry is in compliance with these Official Rules and Sponsor reserves the right to remove the Entry's posting and disqualify the Entry at any such time that Sponsor determines the Entry does not comply with these Official Rules

4. ENTRY CONTENT & REQUIREMENTS:

(A) ENTRY CONTENT: The Entry must consist of you, as a Soloist, or your Band, if you are a Band Representative, performing an original Song. The lyrics and music of the Song performed in the Entry and both the Video and Audio Files must be entirely your original creation if you are a Soloist or be entirely the original creation of your Band or one of the Band members if you are a Band Representative, and neither the lyrics nor the music may have been won any previous or other contests or promotions

(B) REFERENCE TO THIRD PARTIES: The Entry may not, either explicitly or implicitly, name, identify, refer or allude to the names of any third parties unless you or a Band Member has secured their express written permission for the use of their names, identities, etc. in the Entry and you are able to provide Sponsor with such written permission upon Sponsor's request. If any such third parties are minors in their state of residence and neither you nor a Band Member are their parent or legal guardian, you must have the express written permission for such usage in the Entry from the minor's parent or legal guardian and be able to provide Sponsor with such written permission upon Sponsor's request.

(C) PROPRIETY OF SUBMISSION CONTENT: With the exception of Sponsor, its logos and brands, an Entry and the Song performed therein must not mention, show, depict, refer or otherwise allude to the name or logo of any manufacturer, brand, product, person, company, entity or character regardless of whether or not such is a competitor of Sponsor or competes with any of Sponsor's products nor may it contain, mention, refer or otherwise allude to any obscene, lewd, violent, illegal, offensive, disparaging or inappropriate words, abbreviations, language, signs, symbols, political, personal and/or religious references or statements, (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation



or socioeconomic group). Additionally, an Entry must not promote alcohol, illegal drugs or tobacco (or the use of any of the foregoing), any violent or otherwise inappropriate behavior, or in any way reflect negatively upon the Sponsor or Sponsor's products as determined by Sponsor in its sole discretion. As stated previously, the posting of an Entry on the any website connected with this Contest does not mean the Entry has been deemed to be in compliance with these Official Rules. Sponsor reserves the right at any time during the Contest to remove the posting of an Entry that Sponsor determines, in its sole discretion, does not comply with these Official Rules or that otherwise contains prohibited or inappropriate content and in the event of such removal, the Entry will be disqualified and will not be eligible to compete for or to receive any Contest Prize.

(D) REPRESENTATIONS/ WARRANTIES AS CONDITIONS OF ENTRY: By registering, uploading and submitting an Entry, the following representations and warranties are made by you, individually if you are a Soloist or by you as a Band Representative, both individually and on behalf of each Band Member, that: (i) each of you have/has the legal capacity to enter this Contest; (ii) you, your Band or one of your Band Members, as applicable, owns all rights and title to the Entry and the Song performed therein and the Entry and the Song performed therein is solely your own or a Band Member's original work; (iii) the Entry and the song performed therein do not infringe the intellectual property, privacy, publicity rights or any other legal or moral rights of any third party; (iv) neither the Entry nor the Song has won previous contests or awards and (v) you have obtained permission from each person who has in any way participated in or whose efforts have in any way contributed to the creation of or is named, mentioned, identified, referred or alluded to, or performs in the Entry and that such person(s) have granted you all necessary rights regarding use of the Entry and the Song performed therein, and, additionally, and you can and will make written copies of such written permissions available to the Sponsor upon request. If such person is a minor, such grant of rights must include written permission from the minor's parent or legal guardian unless you or a Band Member is the minor's parent or legal guardian.

(E) GRANTS/WAIVERS: By submitting an Entry for the opportunity to win this Contest, as applicable, you as a Soloist or you as the Band Representative, individually and on behalf of each of your fellow Band Members, irrevocably grant Sponsor and its affiliates, legal representatives, assigns, agents and licensees, an assignment of all right, title and interest in the Entry and Song and the unconditional, unlimited and perpetual right and permission to copy, transmit, publish, post, broadcast, display, adapt, exhibit, reproduce, encode, store, and/or otherwise use, reuse, or not use the Entry or any portion of the Entry, as edited/modified in any way by the Sponsor, in its sole discretion in this Contest in any and all media without limitation, worldwide and throughout perpetuity, without additional compensation, notice to, or approval from you or any of Band Members. AS APPLICABLE, YOU AS A SOLOIST OR YOU, INDIVIDUALLY AND AS THE BAND REPRESENTATIVE ON BEHALF OF EACH OF YOUR BAND MEMBERS, REPRESENT, UNDERSTAND AND ACKNOWLEDGE THAT YOU WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY IN EXCHANGE FOR GRANTING SPONSOR THESE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH ENTRY OR PORTION OF IT BY SPONSOR, INCLUDING ITS INCLUSION IN ANY "REALITY" OR OTHER TELEVISION PROGRAM OTHER



THAN ANY PRIZE THAT MAY BE AWARDED TO YOU, YOUR BAND, AND YOUR BAND MEMBERS AS A CONTEST WINNER. You as a Soloist or as a Band Representative, individually and as applicable, on behalf of your Band Members, hereby waive all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude Sponsor's use of your Entry and agree not to sue or assert any claim against Contest Entities arising out of or connected to the use or re-use of the Entry, a portion thereof or your participation in this Contest. **All of the aforementioned Grants and Waivers shall also be applicable to any "reality television program(s)" or portions thereof that your Entry, you or your Band Members may appear, perform or participate in and you similarly understand and acknowledge that you will not be paid for or receive any form of compensation or royalty in exchange for granting Sponsor these rights or for any use in a "reality" or television program or portion thereof.**

(F) INDEMNIFICATION/RELEASE: By submitting your Video, you, individually, or as a Band Representative, also on behalf of each of your Band Members, agree to indemnify and hold Contest Entities harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of them due to or arising out of your Entry or any portion of it, your and, as applicable, your Band Members' conduct in creating the Entry or other actions in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; work product, violation of an individual's right of publicity or right of privacy; or defamation. You, individually if you are a Band Representative, also on behalf of each of your Band Members, further agree to release and hold harmless Contest Entities from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes your rights with regard to the Video or any portion thereof. As stated above, posting or publication of an Entry does not mean that Sponsor has determined the Entry to be in compliance with these Official Rules.

5. SELECTION OF THE CONTEST WINNER:

(A) Round One – Selection of Ten (10) Semi-Finalist Entries: After an initial review by Sponsor and/or its representatives, Videos that have been accepted will be posted on the Website for public voting commencing on or about April 7, 2011 at approximately 12:00 A.M., ET through May 1, 2011 at 11:59:59 P.M., ET ("Voting Period") in the "Vive tu Música with 5™ Sweepstakes and Instant Win Game". Any member of the public, who is a resident of the 50 United States or District of Columbia, who is at least 13 years of age may cast up to a maximum of five (5) votes each calendar day, regardless of the email address used, for his/her favorite Entry(ies) after viewing the posted Entries and following the voting instructions. Voters should take the following factors into consideration when selecting their favorite Entries: general musical ability; originality; creativity; and marketability. NOTE: If a voter elects to "SHARE" one or more Entries on Facebook® on a calendar day, only the first Entry that the voter SHARED that calendar day will receive a vote. Any additional Entries that Voter SHARES that calendar day will not receive a vote. Limit: A voter is limited to a total of five (5) votes each calendar day. Between May 2, 2011 and May 6, 2011, an independent panel of judges selected by the Contest Entities ("Round One Judges") shall evaluate and score the Entries according to the



following judging criteria (“Round One Judging Criteria”): (A) General Musical Ability – 25%; (B) Originality – 25%; (C) Creativity – 25%; (D) Marketability - 25%. The ten (10) Semi-Finalist Entries will be determined by means of a combined score, 75% of which will be based on the scores assigned by the Round One Panel of Judges and 25% of which will be based on the results of the public voting. Ties are broken at the sole discretion of the Contest Entities and may include casting considerations for the Reality TV Show.

The ten (10) Entries that receive the highest combined scores as determined above will be deemed to be the ten (10) Semi-Finalist Entries (“Semi-Finalists”). On or about May 9, 2011, the ten (10) Semi-Finalists will be announced and posted on the Website, subject to verification of compliance with these Official Rules. **IMPORTANT: Although you and Band Members may encourage your eligible friends and other individuals to vote for your Entry; you are not allowed to offer any individual any form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize in furtherance of receiving such individual’s vote for your Entry.**

(B) Round Two Selection Finalists: Each of the ten (10) Semi-Finalists will be cast in the Vive tu Música with 5™ Reality TV Show. Semi-Finalist Soloists/Bands must be available to travel to cities within the 48 contiguous United States designated by Sponsor throughout the filming period May 16, 2011 to May 28, 2011 to compete in a recorded performance(s) before an independent panel of judges selected by the Contest Entities (“Round Two Judges”) for the opportunity to be selected as one of the five (5) Finalists) to move on to Round Three, Vive tu Música with 5™ Grand Finale Concert in Los Angeles, CA, August 9, 2011. The Round Two Judges will evaluate and score the Semi-Finalists according to the following judging criteria (“Round Two Judging Criteria”): (A) Performance Ability – 20%; (B) Musicality – 15%; (C) Originality – 15%; (D) Growth - 15%); and (E) Creativity – 15%. The five (5) selected Finalists will be posted on the Website, subject to verification of compliance with these Official Rules. Ties are broken at the sole discretion of the Contest Entities and may include a combination of the Reality TV Show and the grand finale concert performance.

(C) Round Three – Selection of Grand Prize Winner By Panel of Judges at the Grand Finale Concert: One (1) Grand Prize Winner will be selected from among the five (5) Finalists based on the Finalists’ live in-concert performance of their Song at the “Vive tu Música with 5™ Grand Finale Concert (“Concert”) to be held on August 9, 2011 in Los Angeles, CA. The judging may also include the Finalists’ live in-concert performance of an additional original song(s) that is of the Finalist’s own creation and has not won any previous or other contests or promotions. If a Finalist does so perform an additional original song, all of the provisions contained in Rule 4(B) through 4(F) shall also be applicable to such additional song. The Finalists’ performance is subject to the Concert Performance Rules (which will be provided to each Finalist Soloist/Band Representative prior to the Concert and which are made a part of these Official Rules and incorporated herein by reference. The Finalists’ performance at the Concert will be evaluated and scored by an independent, celebrity judging panel selected by the Contest Entities using the following judging criteria (“Round Three Judging Criteria”): (A) General Musical Ability – 25%; (B) Originality – 25%; (C) Creativity – 25%; and (D) Marketability –



25%. Ties are broken at the sole discretion of the Contest Entities and may include a combination of the Reality TV Show, performance and audience response at the Grand Finale Concert.

6. CONTEST PRIZES: All Prizes will be awarded provided there are a sufficient number of eligible Entries.

SEMI-FINALISTS' PRIZES (10): The Semi-Finalist Soloist(s) or Band Members of the ten (10) Semi-Finalists may receive a trip to a city(ies) designated by Sponsor within the contiguous 48 United States to compete before the Round Two Judges in a recorded "reality television program" performance; round trip coach airfare for the Soloist/Band Members from the major airport closest to the residence of the Soloist/respective Band Representative to one of the cities to which they have been assigned; no less than 3 days/3 nights and no more than 12 days/12 nights hotel accommodations during the period May 16, 2011 through May 28, 2011 (between 1 to 3 standard rooms depending upon the number of Soloist/Band Members/double occupancy each room); round trip car service to and from the airports; a \$75 daily stipend up to a maximum of 12 (twelve) days per Soloist/Band Member (ARV: not to exceed \$1,000 per Soloist; \$6,000 per Band; Total Maximum ARV: \$60,000. If a Semi-Finalist lives within 250 miles of designated city, ground transportation will be provided in lieu of airfare.

FINALISTS' PRIZES (5): The Soloist(s) or Band Members of the five (5) Finalists will each receive a trip ("Trip") to the Vive tu Música with 5™ Grand Finale Concert to be held on August 9, 2011 in Los Angeles, CA. The trip ("Trip") shall consist of round trip coach airfare for the Soloist/Band Members from the major airport closest to the residence of the Soloist/respective Band Representative; 3 days/2 nights hotel accommodations (between 1 to 3 standard rooms depending upon the number of Soloist/Band Members/double occupancy each room); round trip car service to and from the airports Trip Total ARV \$30,000 (Maximum ARV not to exceed: \$1,200 per Soloist/\$6,000 per Band); Belanova-signed guitar Memorabilia Total ARV \$3,750 (Maximum ARV not to exceed \$750 per Soloist/Band); and a Welcome Package Total ARV \$6,000 consisting of assorted Vive tu Música with 5™ branded merchandise (Maximum ARV not to exceed: \$200 per Soloist/\$1,200 per Band). Finalists' Total Prize Pool ARV \$39,750 (Maximum ARV not to exceed: \$2,150 per Soloist/\$7,950 per Band). If a Finalist lives within 250 miles of Los Angeles, CA, ground transportation will be provided in lieu of airfare.

GRAND PRIZE (1): The Grand Prize Winner will receive a trip ("Trip") to the LA TV En Concierto, date to be held is August 15, 2011 in Los Angeles, CA. The trip ("Trip") shall consist of round trip coach airfare for the Soloist/Band Members from the major airport closest to the residence of the Soloist/respective Band Representative; 2 days/2 nights hotel accommodations (between 1 to 3 standard rooms depending upon the number of Soloist/Band Members/double occupancy each room); round trip car service to and from the airports; Trip Total ARV: \$6,000; The Grand Prize also includes one (1) Guitar Center® Five Thousand Dollar Gift Card that must be used in compliance with its terms and conditions. Sponsor is not responsible for lost, misplaced, stolen or tampered with Gift Card Total ARV \$5,000; Showcase with industry professionals/panelists, details contingent upon locale of winner. and one (1) Professional Photography Shoot Total ARV \$7,000. Total Maximum



ARV \$18,000. If the Grand Prize Winner is a Band, it is solely the responsibility of the Band Representative to divide the Grand Prize equally among the Band Members. If a Grand Prize Winner lives within 250 miles of Los Angeles, CA, ground transportation will be provided in lieu of airfare. All expenses not specified above, such as meals, beverages, mini-bar, entertainment, telephones, souvenirs, gratuities, insurance, personal or spa services, etc., are solely each Soloist's/Band Member's responsibility.

IMPORTANT CONDITIONS/RESTRICTIONS APPLICABLE TO ALL TRIPS: All accommodations and reservations will be as arranged by Sponsor. Trip must be taken on dates specified by Sponsor or will be forfeited in its entirety. Other Trip restrictions may apply. Soloist/Band Members must possess required travel documents and Band Members must travel together on same itinerary. Sponsor has no responsibility for lost, stolen, misplaced or mutilated tickets and/or travel documents, baggage, flight delays, or any other occurrences beyond its control. Sponsor has no responsibility for a Soloist/Band Member's inability or failure to accept or utilize the travel arrangements, to appear at a live or recorded performance, the Final Event Vive tu Música with 5™ Grand Finale Concert, the LA TV En Concierto, any "reality television program" taping or any other participatory event or competition as described herein. Each Soloist/Band Member may be required to sign and return a Liability Release within a stated time period. Failure by a Soloist/Band member to travel on the designated dates and/or appear at a live or recorded performance, the Final Event Vive tu Música with 5™ Grand Finale Concert, the LA TV En Concierto, any "reality television program" taping or any other participatory event or competition at the designated time may result in cancellation of the Soloist/Band's right to perform and compete therein and/or the forfeiture of the respective Prize and the selection and inclusion of the next highest scoring Soloist/Band, as decided solely in the discretion of Sponsor. **NOTE:** By entering this Contest, you acknowledge that you are aware of and expressly agree that as a condition of being selected as a Semi-Finalist, Finalist, and/or Grand Prize Winner and receiving the respective Prize, you will be required to appear, perform or participate in a specially produced "reality television program(s)" that will include seven (7) episodes and may be aired beginning July 11th. If you as a Soloist or as a Band Representative on behalf of your Band are not willing to so participate, you should not enter this Contest. Your participation in the "reality television program" is subject to the same terms and conditions as stated in Rule 4(E) and (F) above.

NOTE: The potential Semi-Finalist, Finalist and Grand Prize Contest Winners (collectively, "Contest Winners") are subject to verification of eligibility and compliance with these Official Rules and execution, by each Soloist/Band Member, of an Affidavit of Compliance & Eligibility (including providing his/her Social Security Number for tax reporting purposes), a Liability/Publicity Release, as allowed by law, and any other such other documents (collectively referred to as the "Documents") as may be reasonably requested by Sponsor in order to irrevocably assign and transfer to Sponsor any and all rights, title and interest in the Entry and the Song. These Documents must be properly signed by each of the abovementioned potential Contest Winners and returned by the respective Soloist/Band Representative on behalf of his/her self and respective Band Members to Sponsor in the Sponsor within ten (10) days of date of the sending of the notice. If the Documents are not properly signed and promptly returned by a Semi-Finalist Contest Winner, the Semi-Finalist Prize may be



forfeited in its entirety and awarded to the Entry with the next highest score, as decided by Sponsor in its sole discretion. Sponsor also reserves the right to require confidential background checks of each Soloist and Band Member who is a potential Contest Winner to confirm eligibility as a condition of awarding the respective prize and to help ensure that the use of any such Soloist, Band or Band Member in advertising or publicity for the Contest will not bring Contest Entities into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest, as determined by Sponsor in its sole discretion. Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this Contest and that all decisions of Sponsor and the Contest Judges relating to the selection of winners are final and binding. Prizes are not transferrable or substitutable except by Sponsor, in its sole discretion. Each Contest Winner will receive a Form W-1099, as required by law, in the actual amount of his/her taxable portion of the total respective Contest Prize. SPONSOR HAS NO RESPONSIBILITY OR LIABILITY TO ANY BAND REPRESENTATIVE OR BAND MEMBER WITH REGARD TO ANY DISPUTE BETWEEN OR AMONG THEMSELVES AND ANY AND ALL SUCH DISPUTES MUST BE SETTLED BETWEEN OR AMONG THE BAND MEMBERS THEMSELVES. All federal, state and local taxes are solely the responsibility of each Contest Winner.

7. LIMITATIONS OF LIABILITY/RELEASE/ INTERNET: No liability or responsibility is assumed by Contest Entities resulting from any user's participation in or attempt to participate in the Contest or his/her ability or inability to upload or download any information or material in connection with participating in the Contest. No responsibility or liability is assumed by Contest Entities, and you hereby agree to release and discharge Contest Entities for all such responsibility and liability, for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or the Website; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, viruses, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. Contest Entities are not responsible for any typographical errors in these Official Rules, Contest materials or the announcement of Prizes, or any inaccurate or incorrect data contained in the Website. The use of any robotic, automatic, macro, programmed, third party or like methods in this Contest are prohibited and the use or attempted use of such will void any attempted participation effected by such methods, may result in the cancellation, termination, or modification of the Contest and the disqualification of the individual utilizing the same. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Use of the Website is at user's own risk. Contest Entities



are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Promotion, use of the Website or the download of any information from the Website. By participating in the Contest, a participant releases Contest Entities from any and all claims, damages or liabilities arising from or relating to participation in the Contest. By accepting a prize, Contest Winners agree that Contest Entities shall not be liable for any loss or injury resulting from participation in the Contest, or acceptance or use of any Trip, Prize or Prize-related activity whether or not hosted by Sponsor. Contest Entities are not liable in the event that any portion of the Contest is cancelled due to weather, fire, strike, acts of war or terrorism, any "Force Majeure Event", or any other condition beyond its reasonable control. If for any reason the Contest, in Sponsor's sole judgment, is not capable of running as planned, including without limitation, infection by computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, actions by third parties, or any other causes which may affect the administration, operation, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Contest or any portion of it and proceed in a manner it deems fair and reasonable. Sponsor specifically reserves the right to change or modify the Official Rules as it deems necessary to ensure the proper and intended operation of the Contest. Further, Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry or voting process or the operation of the Contest; (b) violating the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. Additionally, Sponsor reserves the right, at its sole discretion, to disqualify any votes it deems to be irregular votes or votes cast in violation of either the wording and/or intent of these Official Rules and to disqualify any Soloist, Band Representative and/or Band, including its Band Members, it believes to have acted in violation of these Official Rules, including Rule 5 herein.

8. PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in this Promotion will be collected by Sponsor and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in accordance with Sponsor's Privacy Policy as such is stated at <http://www.wrigley.com/global/privacy-statement.aspx>.

9. PUBLICITY RIGHTS: By accepting a Prize, in addition to the rights granted in Rule 4(E) above, Contest Winners agree to allow Sponsor and/or Sponsor's designee the perpetual right to use their name, biographical information, Entries, "reality television program" appearances and performances, original songs, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, world wide, including but not limited to the Internet, without notice, review or approval and without additional compensation except where prohibited by law.

10. RELEASE: By participating, each Soloist and Band Member releases and hold harmless Sponsor, each Contest Entity and their respective directors, officers, employees, subsidiaries, affiliates, agents, suppliers, divisions, agencies, licensees, and any and all prize suppliers ("Released



Parties”), from any and all causes of action, liabilities, suits, cross-claims or counterclaims, or any other claims arising out of or relating to the Soloist’s, Band Representative’s, Band’s or Band Members’ participation in the Contest, WHETHER OR NOT ARISING FROM THE NEGLIGENCE OF A RELEASED PARTY, including but not limited to, third party claims that may be made against the Soloist and/or a Band Representative and/or Band Members, and claims arising out of or relating to acceptance, receipt, possession or use/misuse of prize(s).

11. DISPUTES/JURISDICTION: This Contest is governed by the substantive and procedural law of the State of Illinois, without giving effect to any choice of law or conflicts of laws rules or provisions (whether of the State of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Illinois. By participating in this Contest, the Soloist or Band Representative, on behalf of him/herself and band, irrevocably consents that Illinois courts shall have personal jurisdiction over any dispute or litigation arising from or relating to this Contest and that venue shall only be in the federal or state courts of Illinois. As a condition of participating, the Soloist or the Band Representative, on behalf of him/herself, the Band and Band Members, agree that: (i) under no circumstances will the Band and/or the Band Members be permitted to obtain awards for, and the Soloist and Band Representative, on behalf of him/herself and Band Member, hereby waive all rights to claim punitive, incidental, consequential, or any other damages, other than for actual out of pocket expenses, if any, and (ii) all causes of action arising out of or connected with this contest, or any compensation or credit to be provided, shall be resolved individually (with the sole exception of members of a given band being able to proceed jointly), without resort to any form of class action; and (iii) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, if any, and in no event shall Soloist or the Band Representative and/or Band members be entitled to receive attorneys’ fees or other legal costs. By participating in the Contest, the Soloist and Band Representative, on behalf of him/herself and Band Members, agree to be bound by and abide by these Official Rules and by all decisions of Sponsor, whose decisions are final and binding.

12. GENERAL: By entering this Contest, regardless of whether you are a Soloist, Band Representative or Band Member, agree to abide by and accept these Official Rules and waive any right to claim ambiguity in them. Submitted Entries will not be returned. At all times, Contest Entities reserve the right to make the final decision(s) on selection of the Entries/Soloists and/or Bands and their decisions shall be final and binding. The Contest is subject to all applicable federal, state and local laws. Void outside of the 50 United States/District of Columbia, in Puerto Rico and where prohibited or restricted by law.

13. WINNERS LIST: To obtain the names of the Winners, send a properly stamped self-addressed envelope, by August 22, 2011, to Vive tu Música with 5 Winners List, P.O. BOX 251328, WEST BLOOMFIELD, MI 48325.

CUSTOMER SERVICES INQUIRIES CAN BE MADE AT CONTACT US (<http://www.wrigley.com/global/contact-us/contact-form.aspx>)



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