

"Latin Heat" CONTEST

RULES AND REGULATIONS

1. Eligibility

The "Latin Heat" contest (the "Contest") is open to legal residents of Ontario who are 19 years of age or older at time of entry in the Contest. Employees, officers, and directors (including immediate family members and members of the same household) of Sony Music Entertainment Canada Inc. (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.

2. How to Enter the Contest

No purchase is necessary to enter. The Contest begins June 23, 2017 at 10:30 a.m. Eastern Time ("ET") and ends at 11:59 p.m. ET on June 29, 2017 (the "Contest Closing Time"). Eligible entrants must be a member of the Spotify music service, or become a member by visiting <https://www.spotify.com/ca-en/signup/> and registering in accordance with the enrolment instructions for either a free Spotify account or a paid Spotify account. **To enter the Contest**, visit the Contest page at <http://smarturl.it/LatinHeatContest>, click "Connect To Spotify", follow the Latin Heat playlist on Spotify and complete the contest entry form in full. Failure to complete the form may result in disqualification. If you choose to enter the Contest using a mobile phone, standard data fees may apply. Limit of one entry per person.

By entering the Contest, you affirm that all of the information listed in your Spotify account is complete and correct and you hereby agree that participation in this Contest is subject to the Spotify standard terms and policies found at <https://www.spotify.com/ca-en/legal/end-user-agreement/> and privacy policy found at <https://www.spotify.com/ca-en/legal/privacy-policy/?version=GB>. To the extent there is a conflict between these Contest Rules and Regulations and the Spotify standard terms and policies, these Rules and Regulations shall govern. This Contest is in no way sponsored, endorsed or administered by, or associated with, Spotify. Spotify is completely released of all liability by each entrant or participant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Spotify. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules and regulations may be disqualified.

3. Prizes

SECONDARY PRIZES: There are three (3) secondary prizes (each, a "Secondary Prize") to be awarded, each Secondary Prize consisting of:

- Two (2) tickets to see Enrique Iglesias & Pitbull perform in concert July 6, 2017 at Air Canada Centre, Toronto, Ontario. (Approx. retail value of each Secondary Prize \$360.00 CAD).

GRAND PRIZE: There is one (1) grand prize (the "Grand Prize") to be awarded consisting of:

- Two (2) tickets to see Enrique Iglesias & Pitbull perform in concert July 6, 2017 at Air Canada Centre, Toronto, Ontario;
- Two (2) tickets to see Carlos Vives in concert July 16, 2017 at Powerade Centre, Brampton, Ontario;
- Two (2) tickets to see Jacob Forever in concert August 13, 2017 at Rebel Nightclub, Toronto, Ontario; and
- Two (2) tickets to see Nicky Jam in concert September 2, 2017 at Air Canada Centre, Toronto, Ontario.

(Approximate retail value of the Grand Prize is \$1000.00 CAD.)

Each winner's accompanying guest must be 19 years of age or older to participate in the Prize.

The Grand Prize and the Secondary Prizes are hereinafter referred to collectively as the "Prize" in these rules and regulations. All transportation to and from the applicable location of the concert venues is the sole responsibility of each Prize winner and respective guest. All costs and expenses not specifically referred to herein as part of the Prize description are the sole responsibility of the Prize winner (and/or guest). Sponsor reserves the right to substitute a Prize in whole or in part for a prize of equal or greater value in the event that any component of the Prize is unavailable for any reason. The Prize must be accepted as awarded and no substitutions, except as identified above, will be made. The Prize may not be sold, transferred or assigned and is not convertible to cash.

4. The Draws

On June 30, 2017 at 10:30 a.m. ET at the offices of the Sponsor in Toronto, Ontario, the four winners of the Contest will be selected in four random drawings conducted by the Sponsor of all eligible entries received before the Contest Closing Time, the first name drawn being the Grand Prize winner and the second, third and fourth names drawn being the Secondary Prize winners. The odds of winning will depend upon the total number of eligible entries received. The Sponsor will attempt to notify each selected entrant by the email address provided on the entry form within 24 hours of the draw. In order to be declared a winner, each selected entrant must, unaided, correctly answer a skill-testing mathematical question and each selected entrant and his or her guest will be required to sign and return within the time stipulated by the Sponsor a Contest eligibility and liability/publicity release confirming compliance with these rules and regulations, releasing the Sponsor and its respective directors, officers, employees and agents from all liability and, except where prohibited by law, permitting the Sponsor to use the selected entrant's name, address (city and province), likeness, voice, written statements and image, without compensation, worldwide and in perpetuity, in any and all forms of media now known or hereafter devised, including the Internet, in any publicity carried out by the Sponsor. Selected entrants must also provide proof of identity (photocopy of Driver's License, Passport or any other government-issued photo identification). In the event that a selected entrant is not eligible for any reason, has not correctly answered the skill-testing question, or cannot be contacted before 10:00 a.m. ET on July 4, 2017, such entrant shall be disqualified and the Sponsor shall have the right to select another entrant and the Sponsor shall be released and discharged from any liability or responsibility in this regard. No correspondence will be made except with the selected entrants.

5. General

By entering the Contest, entrants agree to abide by these rules and regulations, and further agree that the decisions of the Sponsor are final. The Sponsor reserves the right at any time without prior notice to withdraw, cancel, terminate, amend, modify or suspend the Contest if for any reason in the opinion of the Sponsor, in its sole discretion, the Contest is not capable of operating as planned or if the administration, security, fairness, integrity, or proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the online entry process or the operation of the Contest or to be acting in violation of these rules or otherwise in disruptive manner with respect to the Contest. CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION 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. The Sponsor also reserves the right to cancel this Contest at any time because of any printing or other error. The Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or

network, computer equipment, software (including on account of traffic congestion on the Internet or at any Web site) or any combination thereof. The Sponsor shall not be liable for any errors or negligence that may arise or occur in connection with the Contest, including any injury or damage to the entrant's or any other person's computer related to or resulting from participation in or downloading of any materials relating to the Contest or any theft, destruction or unauthorized access to, or alteration of, entries submitted online. The Sponsor is not liable for injuries, death, damages or losses of any kind resulting from acceptance or use of the Prize. In the event of a dispute, entries submitted online will be deemed to have been made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted email address.

6. Privacy and Personal Information

Any personal information will be handled in accordance with the privacy policy of Sony Music Entertainment Canada Inc. located at <http://www.sonymusic.ca/privacy/en/>. Entrants are providing information to the Sponsor and not to Spotify. By entering the Contest each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Sponsor solely for the purposes of implementing, administering and fulfilling the Contest. Any inquiry concerning the personal information held by the Sponsor should be addressed to Sony Music Entertainment Canada Inc. at 150 Ferrand Dr., Toronto, Ontario, M3C 3E6.

7. Subject to Applicable Laws

This Contest is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited.