

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE PARTICIPANT'S CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. ELIGIBILITY

Cárdenas Marketing Network, Inc. ("CMN") shall be the sponsor of the "Carlos Vives Concert Ticket Giveaway" ("Promotion") which is open to all legal residents of the United States who are eighteen (18) years or older at the time of entry. Proof of residency and age may be required. Void where prohibited. Employees and directors of CMN or individuals involved with the design, production, execution, or distribution of the Promotion and the immediate family and household members of such individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three (3) months a year, whether related or not.

2. AGREEMENT TO OFFICIAL RULES

By entering this Promotion, Participant accepts and unconditionally agrees to be bound by these Official Rules and the decisions of CMN, whose decisions shall be final and binding in all matters related to the Promotion. Winning the Prize (as defined below) is contingent upon the Participant being fully compliant with these Official Rules and fulfilling all other requirements set forth herein.

3. PROMOTION PERIOD

The Promotion will be run from Friday, April 14, 2017 through Saturday, April 15, 2017 (the "Promotion Period"). Entries must be received on one of the Promotion Dates. CMN is the official timekeeper for this Promotion.

4. HOW TO ENTER

Facebook Comment: CMN will create one (1) post on its Facebook page during the Promotion Period. All eligible Participants may enter to win by commenting, as instructed, on the applicable Facebook post created by CMN and posted on its Facebook page. All eligible Facebook comments must be posted during the Promotion Period and as instructed in the applicable CMN Facebook post. CMN, in its sole discretion, may promote, advertise, and/or market the Sweepstakes through any and all available mediums and methods. Limit one (1) entry per Participant. Facebook accounts are free to create, and each Participant acknowledges that the Promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook.

5. CONSENT & PUBLICITY

By entering the Promotion, Participant consents to allow CMN and its affiliates to use Participant's full name, city and state of residence, testimonials, biographical information, voice, opinions, image, likeness, photographs, and statements made by or attributed to Participant, in perpetuity for any and all purposes, including but not limited to marketing and Promotion purposes in any media now known or hereafter discovered worldwide, including the world wide web, without further limitation, restriction, compensation, notice, review, payment, consideration, or approval by Participant except where prohibited by law. In addition, Participant consents to receive emails or other messages from CMN, including but not limited to other events, marketing and Promotion purposes, consumer insights, etc.

6. PRIZE DESCRIPTION

Two (2) entries shall be drawn at random and one (1) Prize will be awarded to each Winner. Each Winner will be notified by direct Facebook message within one (1) day after each applicable CMN Facebook post is made and will receive one (1) pair of tickets to the Carlos Vives concert on April 16, 2017 in Chicago, IL ("Prize"). Ticket locations will be subject to availability and as determined in CMN's sole discretion, and will be available for pick up at will call unless otherwise directed by CMN.

All transportation, lodging, meals, gratuities, personal purchases, and any and all other expenses and incidental costs are solely the responsibility of Winner. Approximate retail value ("ARV") of the Prize is one hundred forty dollars (\$140.00), and the aggregate ARV of all Prizes is two hundred eighty dollars (\$280.00). Winner shall be responsible for any taxes and fees associated with the Prize receipt and/or use. Any federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of Winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). The Prize shall only be awarded if Winner fully complies with these Official Rules. Winner is subject to verification by CMN and CMN's decisions are final and binding in all matters related to the administration, operation, selection of Winners, and all other matters related to the Promotion.

ODDS: Odds of winning depend on the number of eligible entries received.

ALL FEDERAL, STATE, AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF WINNER.

7. PRIZE RESTRICTIONS

The Prize must be taken as offered and cannot be sold or traded, substituted, redeemed or exchanged for cash, credit, or alternative prizes, except at CMN's sole discretion. CMN reserves the right, in its sole discretion, to substitute the Prize with a prize of equal or greater value. No credit or reimbursement shall be provided if a Prize is not taken. The Prize cannot be combined with any other Promotion offer or offers provided by CMN. CMN will make one (1) attempt to contact Winner, and if Winner does not respond to either contact attempt, the Prize shall be forfeited and no other prize shall be provided to Winner. If Winner cannot accept the Prize as specified, CMN has the discretion to award the Prize to an alternate winner (time permitting). There shall be no cash equivalent for the Prize. The Prize is non-transferable and no substitution shall be made except as provided herein at CMN's sole discretion.

8. HOW TO CLAIM A PRIZE

The Winner shall be notified using the Facebook account provided with the entry. Once notified, Winner has twenty-four (24) hours to claim the Prize by contacting CMN. The Prize may be awarded to Winner, subject to verification of Winner's eligibility and full compliance with the terms of these Official Rules. Failure by Winner to respond to the message within twenty-four (24) hours of notification shall result in Winner's disqualification and CMN may select an alternate winner in the same manner (time permitting).

A Participant selected as a Winner may be required to complete, sign, and return a Notarized Affidavit of Eligibility, a Liability Release, and a Publicity Release within twenty-four (24) hours of Prize acceptance or an alternate winner may be selected by CMN (time permitting). Winner's guest (if applicable) may also be required to complete, sign, and return a Liability Release and a Publicity Release within twenty-four (24) hours of Winner's acceptance before Guest may participate in the Prize.

In the event of noncompliance with any of these time periods, the Prize shall be forfeited and an alternate winner may be selected (time permitting). Any alternate winner selected shall also be required to fully comply with these Official Rules and to respond to CMN within twenty-four (24) hours of the notification and complete, sign, and return an affidavit of eligibility and liability and publicity release within twenty-four (24) hours of acceptance. CMN is not responsible for suspended or discontinued Internet, landline, or wireless service, which may result in a potential winner not receiving initial Prize notification.

In the event: (a) potential winner cannot be reached for whatever reason after a reasonable effort has been exerted or the potential winner notification or Affidavit is returned as undeliverable; (b) potential winner declines or cannot accept, receive, or use the Prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods; (d) potential winner is found to be ineligible to enter the Promotion or receive the Prize; (e) potential winner cannot or does not comply with these Official Rules; or (f) potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Promotion and an alternate potential winner may be selected (time permitting), at CMN's sole discretion, from among the other eligible entries received. CMN reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate potential winner, if any.

9. ADDITIONAL LIMITATIONS

CMN and its respective parent, affiliate, and subsidiary companies, agents, and representatives are not responsible for any typographical or other errors in the offer or administration of this Promotion, including, but not limited to, errors in any printing or posting of these Official Rules, the selection and announcement of any Winner, or the distribution of the Prizes. Any attempt to damage the content or operation of this Promotion is unlawful and subject to possible legal action by CMN. CMN reserves the right to terminate, suspend, or amend this Promotion, without notice, and for any reason, including, without limitation, if CMN determines that this Promotion cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure, or other cause beyond CMN's control corrupts the administration, security, fairness, integrity, or proper play of this Promotion.

10. DISPUTES

Except where prohibited, Participant agrees that any and all disputes, claims, and causes of action arising out of, or connected with this Promotion, or the Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Illinois. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees. Under no circumstances shall Participant be permitted to obtain awards for, and Participant hereby waives all

rights to claim, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ALL PARTICIPANTS. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the Participant and CMN in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

11. IMPORTANT: WAIVER AND RELEASE

Participant hereby acknowledges and agrees that participation in the Promotion involves risks of injury to persons and property and that Participant assumes full responsibility for any such risks. By entering the Promotion, Participant hereby agrees to: (a) release and hold harmless CMN, Facebook, and each of its respective parents, franchisees, subsidiaries, artists, artist management companies, and affiliated companies, the Prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising, or promoting the Promotion, and all of their respective past and present officers, members, directors, employees, agents, and representatives (collectively, the "Released Parties"), from and against any and all claims, expenses, and liability, whether caused by the active or passive negligence of CMN or any of the Released Parties, or otherwise to the fullest extent permitted by law, on account of injury or damage of any kind to persons or property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye, or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright, or other intellectual property rights, property damage, or death or personal injury arising out of or relating to Participant's entry, creation of an entry or submission of an entry, participation in the Promotion, acceptance, use, or misuse of the Prize (including any travel or activity related thereto), and/or the broadcast, exploitation, or use of entry; and (b) indemnify and release CMN if the Participant finds him/herself for any reason unable to claim the Prize; and (c) indemnify, defend, and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to Participant's participation in the Promotion and/or Participant's acceptance, use, or misuse of the Prize. Winner acknowledges that the Prize is awarded as-is without warranty of any kind.

12. OFFICIAL RULES AND WINNER LIST

For Promotion results, send a self-addressed stamped envelope to: "Carlos Vives Concert Ticket Giveaway" Winner's List, c/o Cardenas Marketing Network, Inc., 1459 W. Hubbard St., Chicago, IL 60642, for receipt by June 30, 2017.

13. LIMITATION OF LIABILITY

BY ENTERING THIS PROMOTION, EACH PARTICIPANT AGREES TO INDEMNIFY, RELEASE, AND HOLD HARMLESS CMN AND ITS AFFILIATES AND ANY SUBSIDIARY COMPANIES, ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES, CLAIMS, ACTIONS, OR INJURIES RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT PARTICIPANT'S PARTICIPATION IN THIS PROMOTION AND THE ACCEPTANCE, USE, OR MISUSE OF THE PRIZE. CMN AND ITS AFFILIATES AND ANY SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS, OR MERCHANTABILITY OF THE PRIZE.

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by Participants, printing errors, or by any of the equipment or programming associated with or utilized in the Promotion; (b) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Promotion; (d) technical or human error in the administration of the Promotion or the processing of registrations; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Promotion or receipt, use, or misuse of the Prize. If for any reason Participant's registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Participant's sole remedy is another entry in the Promotion. No more than the stated number of each Prize shall be awarded.

14. GENERAL CONDITIONS

CMN and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers, and directors shall not have any obligation or responsibility, including any responsibility to award the Prize to any Participant, with regard to: (a) entries that contain inaccurate information or do not comply with or violate these Official Rules; (b) entries, Prize claims, or notifications that are lost, late, incomplete, illegible, unintelligible, damaged, or otherwise not received by the intended recipient, in whole or in part, due to computer, human, or technical error of any kind; (c) Participants who have committed fraud or deception in entering or participating in the Promotion or claiming the Prize; (d)

telephone, electronic, hardware, software, network, Internet, or computer malfunctions, failures, or difficulties; (e) any inability of the Winner to accept the Prize for any reason; (f) if the Prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather, or any other similar event beyond CMN's reasonable control; or (g) any damages, injuries, or losses of any kind caused by any Prize or resulting from awarding, acceptance, possession, use, misuse, loss, or misdirection of any Prize or resulting from participating in this Promotion or any Promotion or Prize-related activities. CMN reserves the right, in its sole discretion, to disqualify any Participant it finds to be: (a) tampering with the entry process or the operation of the Promotion, or with any website promoting this Promotion; (b) acting in violation of these Official Rules; or (c) entering or attempting to enter this Promotion multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. If CMN determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of this Promotion, CMN reserves the right to void the entries at issue, and/or terminate the relevant portion of this Promotion, including the entire Promotion, and/or modify this Promotion and/or award the Prize from all eligible entries received as of the termination date.