

EL CMN CHALLENGE – OFFICIAL RULES

1. NO PURCHASE NECESSARY.

2. **ELIGIBILITY:** The “El CMN Challenge” (“Contest”) is open to residents of the United States who are eighteen (18) years of age or older. Employees and the immediate families of employees of Cardenas Marketing Network, Inc. (“Sponsor”), and its affiliates and subsidiaries and their employees and their immediate families are ineligible. By participating in this Contest, entrants agree to be bound by these Official Rules (“Official Rules”). Void where prohibited.

3. **CONTEST PERIOD:** Contest begins at 5:00:00 p.m. Central Daylight Time (“CDT”) on June 19, 2017 and ends at 11:59:59 p.m. CDT on July 24, 2017 (“Contest Period”). Sponsor’s designated official judging organization’s computer is the official time keeping device for this Contest.

4. **METHOD OF ENTRY:**

1) Instagram: To enter, follow @CMNEvents on Instagram and post a short video of no more than one (1) minute singing, performing, or dancing to one (1) of the following songs (each an “Entry” and collectively the “Entries”):

- “El Amante” by **Nicky Jam**
- “Mi Vecinita” by **Plan B**
- “Ella” by **Ricardo Arjona**

All eligible Entries must include the hashtag #ElCMNChallenge. You must be a registered user of Instagram in order to enter via Instagram. Instagram registration is free and can be obtained by logging on to www.instagram.com and following the online instructions to open an account. Your account settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents.

If an Entry contains additional people other than only the entrant, please note that the one (1) person submitting the Entry under their name, email address, Instagram account will be considered the entrant and only the entrant is eligible to win a prize. No other person in the Entry is eligible to receive a prize. Neither Sponsor nor its representatives are liable for any disputes arising from or related to the Contest in this regard.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

Entries will be judged. See Rule #6 for Judging Criteria. All Entries must be received and recorded during the Contest Period. No other forms of Entry are valid. Limit one (1) Entry per person per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. CDT and ending on the same day at 11:59:59 p.m. CDT. See Rule #5 for additional Entry Guidelines. Entry must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official Rules and may, at its sole discretion, reject, delete, or otherwise exclude an Entry for any reason, including without limitation, if the Entry contains any Prohibited Content (as defined in Rule #5) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate. If there are multiple Entry Periods, non-winning Entries will not carry forward to subsequent Entry Periods.

5. **ENTRY GUIDELINES & PROHIBITED CONTENT:** Entries must meet the following requirements:

- Entry cannot defame, misrepresent, or contain disparaging remarks about Sponsor or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose.
- Entry cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote the excessive or

irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, or endorse any form of hate or hate group; (d) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (e) contain copyrighted materials owned by others without permission; (f) contain materials embodying the names, likenesses, or other indicia identifying any person, living or dead, without permission; or (g) depict any, and cannot itself be in, violation of any law.

- Each entrant warrants and represents that the Entry: (a) is his/her original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity.
- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks, or logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a winner.
- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein, or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive, or garbled Entries are not eligible.
- Any such entrant will indemnify and hold harmless Sponsor, Nicky Jam, Plan B, Ricardo Arjona, and each of their respective affiliates, subsidiaries, and agencies from any claims to the contrary.

All Entries are subject to the Digital Millennium Copyright Act, as follows: DIGITAL MILLENNIUM COPYRIGHT ACT—Sponsor is committed to respecting and protecting the legal rights of copyright owners. As such, Sponsor adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 *et seq.*). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must: (i) be provided to Sponsor's designated agent, ("Copyright Agent"), as set forth below; and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;
- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

You acknowledge that in order for Sponsor to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor or developed by its employees, or obtained from sources other than you.

By participating, you acknowledge that your Entry may be posted on the internet, in Sponsor's sole discretion. Entries posted to the internet are not edited by Sponsor and are the views/opinions of the individual entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.

6. CONTEST JUDGING: Entries will be judged based on the following judging criteria (“Judging Criteria”) by an independent panel of judges (“Panel”) selected by Sponsor. The Judging Criteria includes: (a) creativity; (b) social engagement (i.e. number of likes and/or shares the Entry receives); and (c) appeal to the Artist. Following the conclusion of the Contest Period, all eligible Entries will be judged based on the Judging Criteria, and the one (1) Entry in each Market (as defined in Rule #7) receiving the highest score awarded by the Panel will be a Prize winner. In the event of a tie, tied Entries will be re-judged by the Panel based on the Judging Criteria stated above until the tie is broken. The decisions of the Panel are final in all aspects of the Contest. Limit one (1) Prize per person. See Rule #7 for Prize details.

7. Prize (1): Each winner will receive two (2) tickets to either a Nicky Jam, Plan B, or Ricardo Arjona concert (each a “Concert” and collectively the “Concerts”) in their Market (as determined by CMN) based on the song featured in their Entry, including one (1) pair of meet and greet passes for winner and guest to meet the Artist who they featured in their winning Entry prior to the show (collectively, the “Prize”). Ticket locations will be subject to availability and as determined in CMN’s sole discretion, and will be provided by a CMN representative onsite at the show or will be available for pick up at will call, unless otherwise directed by CMN. The following chart provides detailed information regarding the eligible Concerts available as part of the Prize:

| ARTIST | DATE | MARKET | VENUE |
|--------------------|--------------------|-----------------|-----------------------------|
| Nicky Jam & Plan B | August 11, 2017 | San Jose, CA | SAP Center |
| Nicky Jam & Plan B | August 12, 2017 | Los Angeles, CA | Microsoft Theater |
| Nicky Jam & Plan B | August 25, 2017 | Boston, MA | Agganis Arena |
| Nicky Jam & Plan B | August 26, 2017 | Washington, DC | EagleBank Arena |
| Nicky Jam & Plan B | August 27, 2017 | Chicago, IL | Allstate Arena |
| Nicky Jam & Plan B | September 7, 2017 | Dallas, TX | Verizon Theater |
| Nicky Jam & Plan B | September 8, 2017 | Houston, TX | Toyota Center |
| Nicky Jam & Plan B | September 10, 2017 | New York, NY | MSG Theater |
| Nicky Jam & Plan B | September 15, 2017 | Reading, PA | Santander Arena |
| Nicky Jam & Plan B | September 16, 2017 | Miami, FL | American Airlines Arena |
| Nicky Jam & Plan B | September 17, 2017 | Orlando, FL | Amway Center |
| Ricardo Arjona | September 7, 2017 | El Paso, TX | El Paso Coliseum |
| Ricardo Arjona | September 8, 2017 | Phoenix, AZ | Comerica Theater |
| Ricardo Arjona | September 9, 2017 | Los Angeles, CA | The Forum |
| Ricardo Arjona | September 15, 2017 | Las Vegas, NV | The Chelsea at Cosmopolitan |
| Ricardo Arjona | September 17, 2017 | Dallas, TX | Verizon Theater |
| Ricardo Arjona | September 21, 2017 | San Antonio, TX | AT&T Center |
| Ricardo Arjona | September 22, 2017 | McAllen, TX | State Farm Arena |
| Ricardo Arjona | September 23, 2017 | Houston, TX | Smart Financial Center |
| Ricardo Arjona | October 8, 2017 | Chicago, IL | Allstate Arena |
| Ricardo Arjona | October 11, 2017 | Washington, DC | EagleBank Arena |
| Ricardo Arjona | October 12, 2017 | New York, NY | MSG Arena |
| Ricardo Arjona | October 14, 2017 | Miami, FL | American Airlines Arena |
| Ricardo Arjona | October 15, 2017 | Orlando, FL | Amway Center |
| Ricardo Arjona | October 19, 2017 | San Juan, PR | Coliseo de Puerto Rico |
| Ricardo Arjona | October 20, 2017 | San Juan, PR | Coliseo de Puerto Rico |

Dates, Markets, and Venue are subject to change.

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 twenty-five dollars (\$125.00), and the aggregate ARV of all Prizes is four thousand nine hundred fifty dollars (\$4,625.00). 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 Contest. Winners may not substitute or transfer the Prize, but Sponsor reserves the right to substitute the Prize with a Prize of equal or greater value. Taxes on the Prize, if

any, are solely the responsibility of the individual winner. If winner cannot accept the Prize as specified, the Prize will be forfeited and awarded to an alternate winner (time permitting). Any difference between stated value and actual value will not be awarded.

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

8. **WINNER NOTIFICATION:** All Prizes will be awarded (time permitting). Winners for each Concert will be notified by having their winning Entry reposted on Instagram by the respective Artist who's song is featured in the Entry. Winners will be required to respond to the notification as instructed within twenty-four (24) hours indicating whether he/she can accept the Prize. If no response is received within the time allotted, an alternate winner will be selected (time permitting). Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in a potential winner not receiving initial Prize notification. Winners will be required to complete, sign, and return an affidavit of eligibility and liability and publicity release within two (2) days of Prize acceptance. Winner's guest may be required to complete, sign, and return a liability and publicity release within two (2) days of winner's Prize acceptance. In the event of noncompliance within any of these time periods, the Prize will be forfeited and an alternate winner selected (time permitting). Any Prize notification or Prize returned to Sponsor, or its agencies, as undeliverable will result in disqualification and the awarding of the Prize to an alternate winner (time permitting).

9. **LIMITATIONS OF LIABILITY AND RELEASE:** Sponsor, Nicky Jam, Plan B, Ricardo Arjona, and each of their respective affiliates, subsidiaries, and agencies (each a "Protected Party" and collectively the "Protected Parties") are not responsible for lost, late, misdirected, unintelligible, returned, or undelivered Entries, email, or for lost, interrupted, or unavailable satellite, network, server, Internet Service Provider (ISP), website, or other connections availability, accessibility, or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic, or network. Persons who tamper with or abuse any aspect of this Contest, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. None of the Protected Parties are responsible for any incorrect or inaccurate information whether caused by users, tampering, hacking, or by any of the programming or equipment associated with or used in this Contest, and assumes no responsibility for any error, omission, deletion, interruption, or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed, or like entry methods will void all such Entries, and may subject that entrant to disqualification. None of the Protected Parties are responsible for injury or damage to entrants or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of this Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of Sponsor, corrupt or impair administration, security, fairness, or proper play of this Contest, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify, or terminate the Contest, and determine the winners from valid, non-suspect Entries received prior to action taken, or otherwise as may be deemed fair and equitable by Sponsor. In the event of a dispute regarding Entries received from multiple users having the same email, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Sponsor and will not be returned.

Entrants agree: (a) that none of the Protected Parties, their respective parent, subsidiary, and affiliated companies, and their respective officers, directors, employees, wholesale distributors, representatives and agents will have no liability whatsoever for, and are released and shall be held harmless by entrants against any liability, for any injuries, losses, or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse, or use of the prize or participation in this Contest or in any Contest-related activity; and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Entry (and assign the Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade, and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the internet without notice or review or approval.

10. You grant to Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable right and license to exploit your Entry in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Entry and any person's

property (physical, personal, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to such use, distribution, reproduction or display of your Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

11. WINNERS LIST: For the names of the winners, hand print your name and complete address on a 3" x 5" card and mail to: CMN Talent Challenge Winner's List Request, 1459 W. Hubbard Street, Chicago, IL 60642 for receipt by August 31, 2017.

The Contest is in no way sponsored, endorsed, or administered by, or associated with, Instagram or Facebook. Any questions, comments or complaints regarding this Contest shall be directed to Sponsor and not to Instagram or Facebook.

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