

Official Rules
“Ultimate Fan Sweepstakes Justin Bieber”
Sponsored by
MTV

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN ALASKA AND HAWAII AND WHERE PROHIBITED OR RESTRICTED BY LAW.
2. **Entry Period:** The “Ultimate Fan Sweepstakes Justin Bieber” (the “Sweepstakes”) commences at 12:00:01 PM Eastern Standard Time (“EST”) on November 9, 2015 and ends at 11:59:59 PM (EST) on November 23, 2015 (the “Sweepstakes Period”). All entries must be received by 11:59:59 PM (EST) on November 23, 2015.
3. **Eligibility:** This Sweepstakes is open to legal residents of the forty-eight (48) contiguous United States and District of Columbia who are at least thirteen (13) years of age or older at the time of entry. Entrants who are deemed to be a minor in the jurisdiction in which they reside will need to obtain permission from their parents/legal guardians in order to participate. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of Viacom Media Networks, a division of Viacom International Inc. (“VMN” or “Sponsor”), Applebee’s Restaurants, LLC (“Applebee’s”), and each of their parent companies, subsidiaries and other affiliated companies, sponsors, advertising agencies and third party fulfillment agencies and their respective agents, employees, officers, directors, successors and assigns (collectively, the “Sweepstakes Entities”) are not eligible to enter the Sweepstakes. By participating in this Sweepstakes, Entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by Sponsor, and by the decisions of Sponsor, which are final in all matters relating to this Sweepstakes; (b) release and hold harmless the Sweepstakes Entities against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of the Grand Prize (as hereinafter defined) and (c) acknowledge compliance with these Official Rules.
4. **To Enter:** Entry into the Sweepstakes is via online only and requires participants to log onto <http://ufe.mtv.com> (the “Entry Site”) and complete all required fields on the online entry form and submit the form as instructed to count as one (1) “entry”. Alternatively, you may enter via Facebook Connect using your Facebook account to log in via the Entry Site (you can obtain a Facebook account if you do not already have one by visiting <http://www.facebook.com> and following the instructions to register for a free account) and complete all required fields and submit as directed, to count as one (1) “entry”. Entrants, regardless of which entry method used, must electronically acknowledge and agree to the terms of these Official Rules, Sponsor’s Privacy Policy [<http://www.mtv.com/sitewide/legal/privacy.jhtml>] and Terms of Use [<http://www.mtv.com/sitewide/legal/terms.jhtml>]. Entrants participating via Facebook Connect further agree to abide by and be bound by Facebook Terms of Use, which can be found at <http://www.facebook.com/terms.php?ref=pf>; if you do not agree to Facebook’s Terms of Use, do not

enter the Sweepstakes or otherwise use the Entry Site. In the event of a dispute over who submitted a winning entry the authorized subscriber of the e-mail account associated with the email/Facebook account used to participate in this Sweepstakes at the actual time of entry, will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries become the property of Sponsor and will not be acknowledged or returned. All entries submitted in accordance with these Official Rules shall be collectively hereinafter referred to as the "Eligible Entries." Limit one (1) entry per person. In the event that an entrant submits multiple entries, only the first entry will count. The odds of winning the Sweepstakes depend on the number of Eligible Entries received

5. **Grand Prize Winner Selection/Notification:** One (1) grand prize winner (the "Grand Prize Winner") will be randomly selected from among all of the Eligible Entries received on or about November 25, 2015. Sponsor will make up to two (2) attempts over the twenty-four (24) hour period following the Grand Prize Winner's selection to contact the potential Grand Prize Winner via the email address or telephone number(s) 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 Grand Prize Winner will be selected from among the remaining applicable Eligible Entries received, if time permits.

6. **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 the 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 sign within three (3) days of receipt of such documents from Sponsor: (a) an affidavit of eligibility and release of 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 this Sweepstakes or the use/misuse or acceptance of the Grand Prize or any portion thereof to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Sweepstakes Entities the right to use their name and likeness for advertising and publicity purposes without additional compensation. Entry into this Sweepstakes constitutes agreement to sign such releases. The Guest (as hereinafter defined) must also execute and return an affidavit of eligibility, a liability release and, where imposing such conditions is legal, a promotional release within the time limit stated in the prize notification. The Grand Prize Winner also must acknowledge that Sweepstakes Entities have not and will not obtain or provide insurance of any kind relating to the Grand Prize and that 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 third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the timeframe specified by Sponsor or Grand Prize Winner may forfeit the Grand Prize at Sponsor's sole discretion. All decisions of Sponsor relating to the 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. Grand Prize Winner and his/her Guest (as defined hereinafter) may be required to pass a background check (the "Background Check") to Sponsor's satisfaction in its sole discretion before the Grand Prize will be awarded. Any Background Check will take place after the notification of selection as the potential Grand Prize Winner. If a potential Grand Prize Winner fails any such Background Check, Sponsor reserves the right to disqualify such potential Grand Prize Winner (who will not win any prize) and select another potential Grand Prize Winner, who will be selected at random from among all remaining Eligible Entries, time permitting.

7. **Grand Prize:** The Grand Prize Winner will receive a trip for two (2) for the Grand Prize Winner and one (1) guest (the "Guest") to a to-be-determined city in the United States (the "Concert City") to see Justin Bieber in concert (the "Event") (the concert date is currently anticipated to take place between March 2016 and August 2016 (but is 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. The trip will include (a) roundtrip coach airfare for Grand Prize Winner and his/her one (1) Guest from a gateway airport in the forty-eight (48) contiguous United States nearest Grand Prize Winner's primary residence to a gateway airport near the Concert City (Sponsor reserves the right to substitute ground transportation if Grand Prize Winner resides within 150 miles of the Concert City); (b) two (2) nights standard hotel accommodations (at a hotel to be determined by Sponsor) in the Concert City for Grand Prize Winner and Guest which shall be one (1) room based on double occupancy (meals, telephone calls, tips and other incidentals and costs are not included), (c) two (2) front row tickets to the Event,(d) a "meet & greet" with Justin Bieber at a skatepark in the Concert City or alternate location as determined solely by Sponsor and (e) a \$100 Applebee's giftcard. (collectively, the "Grand Prize").

If 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 alternate Grand Prize Winner will be selected from the remaining Eligible Entries received. Grand Prize Winner and Guest must travel on the same itinerary. If Grand Prize Winner is a minor in his/her state of legal residence at time of travel, he/she must travel with his/her parent or legal guardian who will be deemed to be the one (1) allotted Guest. Guest traveling with Grand Prize Winner must be age of majority in his/her state of residency at time of prize fulfillment unless traveling with his/her parent or legal guardian (who has been declared the Grand Prize Winner). Grand Prize Winner and Guest must travel on the dates specified by Sponsor or the Grand Prize will be forfeited. Sponsor will determine the airline, ground transportation, and hotel 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.

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 their 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. Any portion of the Grand Prize not accepted by Grand Prize Winner shall be deemed forfeited. No substitution will be provided for any forfeited portion of the Grand Prize. The tentative dates for fulfillment of the Grand Prize are subject to change depending on confirmed Event dates.

The approximate retail value ("ARV") of the Grand Prize is \$2,000.00. The actual, final retail value of the Grand Prize may be higher or lower based on point of departure. Any difference between the final value and the approximate retail value will not be awarded. All details related to the Grand Prize shall be solely determined by Sponsor in its sole discretion and Grand Prize elements may be subject to additional restrictions. All prize elements, dates and arrangements are subject to change based on availability and provider's approval. Any portion of the Grand Prize not accepted by the Grand Prize Winner will be forfeited. If the Grand Prize is forfeited in its entirety, and there is sufficient time to determine and notify an alternate winner, the Grand Prize may be awarded to an alternate winner. Grand Prize Winner and his/her Guest must present valid U.S. Government issued photo ID's to partake in the Grand Prize. Guest must complete and return a Liability and Publicity Release prior to prize fulfillment.

8. **General Prize Terms:** Arrangements for fulfillment of the Grand Prize will be made by Sponsor or a third party on Sponsor's behalf. The value of the Grand Prize will be taxable to the Grand Prize Winner as income. Grand Prize Winner must supply Sponsor with his/her social security number for tax purposes. IRS Form 1099s will be issued in the name of Grand Prize Winner for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, Grand Prize Winner (as well as all other online Entrants) are required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs and expenses not specifically provided for in these Official Rules are solely the Grand Prize Winner's responsibility, including, without limitation, additional ground transportation, luggage fees, meals, snacks, beverages, mini-bar, entertainment, tips, souvenirs, personal expenses, damages to hotel rooms and/or any equipment to be used in connection with the Grand Prize. Sweepstakes Entities shall have no responsibility or obligation to the Grand Prize Winner or potential Grand Prize Winner who is unable or unavailable to accept or utilize the Grand Prize as described herein. No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof permitted, except by Sponsor, in which case a prize of comparable or greater value may be awarded.

9. **Sponsor-Produced Programming:** Sponsor may produce a film/video of the Grand Prize Winner and his/her Guest during the course of the Grand Prize fulfillment well as other material during the course of fulfillment of the Grand Prize and ancillary material captured during or relating to the Grand Prize events, which may or may not be produced in association with Applebee's. All film/video/photo/audio/written material and programming created by Sponsor will be referred to as "Programming". Sponsor shall be the exclusive owner of the copyright and other rights in and to the Programming. Sponsor, its subsidiaries, affiliates, affiliated broadcast stations and networks and licensees will be able to use the Programming forever and throughout the world, and to license others to use it, in any manner Sponsor wishes and in any and all media now known or hereafter discovered or developed without notice, including for advertising, promoting and publicizing any of its products or services, such use may include portions and excerpts, in addition to cut in

synchronized, dubbed and superimposed versions of the Programming. By participating in Grand Prize-related events, Grand Prize Winner and his/her Guest acknowledge that Sponsor and Applebee's may use the Programming in accordance with the permission granted herein without any compensation, royalty, payment, liability or obligation to the Grand Prize Winner, Guest or any third party. Sponsor and Applebee's are under no obligation to broadcast or otherwise exploit the Programming.

10. **General Terms:** Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY THE GRAND PRIZE WINNER OR ANY BEHAVIOR BY THE GRAND PRIZE WINNER THAT WILL BRING GRAND PRIZE WINNER OR SWEEPSTAKES ENTITIES INTO DISREPUTE (IN SWEEPSTAKES ENTITIES' SOLE DISCRETION) WILL RESULT IN GRAND PRIZE WINNER'S DISQUALIFICATION AS THE GRAND PRIZE WINNER OF THIS SWEEPSTAKES AND ALL PRIVILEGES AS THE WINNER WILL BE IMMEDIATELY TERMINATED.

The Sweepstakes Entities assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any human, mechanical or electronic error which may occur in the processing of the entries in the Sweepstakes. The Sweepstakes Entities are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including, without limitation, any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. The Sweepstakes Entities are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, errors in processing entries, identifying the Grand Prize Winner or in the announcement of the Grand Prize and Grand Prize Winner. If, for any reason, the Sweepstakes is not capable of running as planned, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sweepstakes Entities which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Entry Site during the Sweepstakes Period and the Grand Prize may be awarded to a winner to be selected from among all Eligible Entries received up until and, or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Sponsor. All interpretations of these Official Rules and decisions by Sponsor are final. No software-generated, robotic, programmed, script, macro or other automated online or text message entries are permitted. Sponsor reserves the right in its sole discretion to disqualify any individual they suspect or find (a) to have used a software generated, robotic, programmed, script, macro or other automated online or text message entry, (b) to have tampered with the entry process or the operation of the Sweepstakes, (c) to be acting in violation of these Official Rules, (d) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or (e) to have provided inaccurate information on any legal documents submitted in connection with the Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN

ATTEMPT BE MADE, SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless the Sweepstakes Entities from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against the Sweepstakes Entities, and hereby acknowledge that Sweepstakes Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Grand Prize, including express warranties provided exclusively by a prize supplier that are sent along with the Grand Prize.

11. **Request for Name of Grand Prize Winner and Official Rules:** For the name of the Grand Prize Winner and/or Official Rules, send a self-addressed stamped envelope to:

MTV
Attention: Lisa Lauricella
“Ultimate Fan Sweepstakes Justin Bieber”
1515 Broadway, 25th Floor
New York, NY 10036

All requests for a copy of the Official Rules and for the names of the Grand Prize Winner must be made by January 25, 2016. 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.

12. **Sponsor:** This Sweepstakes is sponsored by Viacom Media Networks, a division of Viacom International Inc. on behalf of the MTV programming service, 1515 Broadway, New York, NY 10036.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc. You understand that you are providing your information to Viacom Media Networks and not to Facebook. Inquiries (whether questions, comments or complaints) should be directed to Viacom Media Networks, not to Facebook.