

TAG ARTIST EVENT CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY

- 1. HERE'S HOW IT WORKS:** Visit an Official TAG Artist Event to perform your original hip hop song of 1 minute or less to a pre-determined musical track that will be provided to you by the event representatives. You may perform by yourself or in a group (group may consist of up to six people). There will be up to 11 event winners (one from each event), and one overall Grand Prize winner selected. Winners will be determined as per Rules #4 & #5. For a complete list of TAG event locations, dates and times, please visit www.tagrecords.com. **Persons under the age of 18 are not eligible to enter.** See Rule #2 for additional details on how to enter.
- 2. HERE'S HOW TO ENTER:** Beginning August 14, 2008, visit one of the TAG Artist Events to complete an Official Entry/Release Form and then perform your song for up to one minute to the musical track provided. If participating in a group, each group member must complete the required forms. Your track will be randomly selected by TAG representatives at the event from a pre-determined list of tracks. Your performance will be videotaped by TAG representatives and may be posted for viewing by the public at www.tagrecords.com and/or used for Grand Prize judging. You must follow the instructions of the TAG event representatives in creating your performance. **IF THE PERFORMANCE IS LONGER THAN 1 MINUTE, ONLY THE FIRST MINUTE WILL BE CONSIDERED.** If at any time during the performance, TAG representatives deem an entrant's performance as inappropriate, taping will cease and the entrant will be disqualified. There is a limit of one entry per person per event. Events are scheduled at Sponsor's discretion and are subject to change.

ADDITIONAL ENTRY REQUIREMENTS:

- **ALL PERFORMANCES MUST BE YOUR OWN ORIGINAL WORK AND CANNOT CONTAIN ANY COPYRIGHTED LYRICS OR MUSIC OTHER THAN THE MUSIC TRACK PROVIDED BY THE SPONSOR. ANY LYRICS OR STATEMENTS CANNOT HAVE BEEN PREVIOUSLY PUBLISHED.**
- Performances must be in English.
- No musical instruments are permitted in performance.
- Performances must not contain defamatory statements (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group); they must not include threats to any person, place, business, or group; they must not invade privacy or other rights of any person, firm, entity, and they must not in any other way violate applicable federal, state, or local laws and regulations.
- Entrants must not wear any unacceptable clothing or adornments, or display any commercial/corporate advertising (including but not limited to corporate logos, brand names, slogans, political, personal and religious statements) as determined by Sponsor, in its sole discretion.
- Performances must not include indecent behavior, profanities or obscenities, including but not limited to nudity and may not in any way disparage persons or organizations associated with Sponsor.
- Performances must be suitable for presentation in a public forum, in sole determination of Sponsor.
- You cannot be a member of more than one group that enters. If a group member appears in more than one group, all group members will be disqualified.
- Entrants who, as of 8/14/08, are professional or former professional performers or who have had their work previously published, or who have signed or been bound by a recording or

similar contract with a record company or other third party who represents more than one artist or band are not eligible. The decision as to whether or not an entrant is/was a professional performer will be within the sole and reasonable discretion of the Sponsor.

Sponsor reserves the right in their sole discretion to disqualify any performance that, in their sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Contest or any other person or entity, or does not comply with these requirements or these Official Rules. If Sponsor deems that the performance does not comply with the Official Rules of the contest, entrant's performance will not be entered into the contest or be posted at www.tagrecords.com. Additionally, if U.S. entrant is considered a minor in his/her state of residence, entrant must receive permission from his/her parent/legal guardian upon completion of the affidavit (See Rule #7). You cannot be an event winner in more than one event city. All video entry performances become the sole property of Sponsor.

- 3. ELIGIBILITY:** This promotion is open only to residents of the 50 United States or the District of Columbia who are 18 years of age or older at time of entry and to residents of Canada (excluding Quebec) who are the legal age of majority in the province or territory in which they reside at time of entry. Employees of Procter & Gamble, their affiliates, subsidiaries, advertising, promotion and internet agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state, municipal and provincial and local laws and regulations apply. Void where prohibited by law.
- 4. EVENT WINNER DETERMINATION:** TAG representatives will conduct up to 4 sessions of up to 25 entrants in each session during the day of competition at each event. All live performances will be subject to an applause meter that will be operated by TAG representatives at each event. The entrant's performance that receives the highest applause meter reading during each of the sessions conducted that day will be the "Finalist" from that session and will be required to return later that day to perform again against the other session winners. The second performance can be the same song performed the initial time or be a new song performed to a track provided by TAG representatives. The Finalist with the highest applause meter reading as determined by the TAG representatives will then be deemed the potential winner for that event. If only one session is held at any event, then the session Finalist who received the highest applause meter reading will also be the potential event winner. Any session Finalists who are unable to return to compete against the other session Finalists at the appointed time as determined by the TAG representatives, will not be eligible to continue in the competition. All decisions of the TAG representatives are final. In the event of a tie with the applause meter reading, tied entrants will be required to perform again. If any technical malfunctions occur with the applause meter, Finalists and/or event winner will be determined by audience reaction as determined by the TAG representatives. If any technical malfunctions occur with the video equipment, entrants must be available to re-perform at a later time/date to be determined by Sponsor. If any Finalist(s) is unable to perform at a later time/date due to video equipment failure, Finalist(s) will not be able to compete for event or Grand Prize.
- 5. GRAND PRIZE WINNER JUDGING:** Judging to determine the Grand Prize winner will be accomplished by Jermaine Dupri who will view the videotaped performance of the winner from each of the 11 events. Grand Prize winner judging will be based on the following criteria: Originality & Creativity of lyrics (50%); Overall enthusiasm of performance (25%); Appropriateness of performance to hip-hop genre (25%). In the event of a tie, the tie will be broken based on the highest score for Originality & Creativity of lyrics. Sponsor reserves the right to substitute another judge if Jermaine Dupri is unavailable.
- 6. PRIZES & APPROXIMATE RETAIL VALUE:** (Up to 12) prizes, with a total approximate retail value of \$55,000 U.S. Dollars will be awarded as follows: (1) Grand Prize – A "First Look" deal with TAG Records consisting of the following: Studio time and resources with a sponsor-determined producer to create a demo recording. The demo will be reviewed by TAG Records executives for consideration for the winner to be signed to a TAG Records recording contract. There is no guarantee of a recording contract. If the Grand Prize winner/winning group is not signed to a Tag Records recording contract,

he/she/they will retain ownership of his/her/their demo. There is no monetary value associated with the demo and consideration portion of the Grand Prize; (Up to 11) Finalist Prizes (one for each of 11 scheduled events) – A check for \$5,000 (U.S. dollars). If Finalist is a group, then \$5,000 will be divided equally amongst the group members. Limit one Finalist prize per person/household;

- 7. GENERAL RULES:** Potential Grand Prize winner (if winner is an individual or members of a group) may be subject to a background investigation, including but not limited to criminal record information. If any individual or group member potential winner refuses to agree to a background investigation, or has been convicted of a felony, or if information discovered during the verification process is deemed to be potentially harmful to the image of the Sponsor (as deemed by Sponsor in its sole discretion), potential winner/winning group will be disqualified (and an alternate may be selected, if time permits). Potential U.S. Event winners (or parent/legal guardian if any potential U.S. winner is deemed a minor in his/her state of residence) will be required to complete and return an Affidavit of Eligibility, Release of Liability, Prize Acceptance Form and, if legally permissible, a Publicity Release certifying that the performance is his/her own original work and he/she holds all rights to the performance, that the performance has not been previously published, has not won a previous prize or award and that he/she has followed the Official Rules of the Contest. Any potential Canadian Event winners will be required to execute a Declaration and Release Form to release Procter & Gamble and its agencies and representatives from liability with respect to contests and prizes. All documents must be completed by each group member (if applicable). Failure of any group member to comply may result in disqualification of the entire group, in which case an alternate may be selected, if time permits. All documents must be returned within 5 days of attempted delivery of same. Noncompliance within this time period or return of any prize/prize notification as undeliverable will result in disqualification and an alternate winner will be selected. Grand Prize winner/winning group will be notified by mail/phone. No substitution or transfer of prize by winner permitted. Sponsor reserves the right to substitute prize of equal or greater value. All taxes, fees and/or duties if applicable, are the sole responsibility of winner/winning group members. By accepting prize, winner (or parent/legal guardian if any U.S. winner is deemed a minor in his/her state of residence) agrees to release and hold Sponsor, its respective directors, officers, employees and assigns, harmless from and against any and all claims and liability arising out of use of prize or any travel in connection therewith. Winner (or parent/legal guardian if any U.S. winner is deemed a minor in his/her state of residence) assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Acceptance of prize constitutes permission for the Sponsor and its agencies to use winners' names and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. Entrants (or parent/legal guardian if any U.S. entrant is deemed a minor in his/her state of residence) agree to release, discharge and hold harmless Sponsor, its respective directors, officers, employees and assigns, harmless from and against any and all liability and damages. By participating in this promotion, entrants (or parent/legal guardian if U.S. entrant is deemed a minor in his/her state of residence) agree to be bound by the Official Rules and the judges' decisions which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. All material submitted including the recorded video performance becomes the sole property of Sponsor and will not be returned. Sponsor not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize. In no event will more than the stated number of prizes be awarded.
- 8. WINNERS:** For the name of the winners, available beginning 9/8/08, visit www.tagrecords.com.

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