

JASON BLAINE x LONG & MCQUADE  
CONTEST OFFICIAL RULES AND REGULATIONS  
June 4, 2018 9am ET – June 18, 2018 11pm ET

1. TO ENTER JASON BLAINE x LONG & MCQUADE Fly-Away (“Contest”), contestants will be asked to create their own original guitar solo that is to be played in the instrumental interlude of the revised version of Jason Blaine’s song “Boy With A Guitar”, between the timecode 1:57-2:07 minutes. Contestants will be able to access the revised version of “Boy With A Guitar” through Jason Blaine’s website and social media accounts, as well as through Long & McQuade’s website. The URLs for each of the aforementioned websites are as follows:

- <https://www.jasonblaine.ca/>
- <https://www.facebook.com/JasonBlaineMusic/>
- <https://www.instagram.com/jasonblaineofficial/?hl=en>
- <https://www.long-mcquade.com/news/3337/>

The solo must be a minimum of 5 seconds long, and a maximum of 10 seconds in length. Contestants are encouraged to be creative, and the winner will be selected based on the level of ingenuity demonstrated in the video. Contestants must then record themselves (audio and video) and upload the video to their personal social media accounts on ONE of the following platforms: Facebook, Instagram, or Twitter. Contestants also reserve the right to upload their video to YouTube and share their video on one of the aforementioned social media platforms. Contestants must also tag Jason Blaine and Long & McQuade in their post, as well as include the hashtag #BoyWithAGuitar. The correct tags for both Jason Blaine and Long & McQuade on each platform are as follows:

Facebook:

- @JasonBlaineMusic
- @LongMcQuade

Twitter:

- @JasonBlaine
- @LongMcQuade

Instagram:

- @JasonBlaineOfficial
- @LongandMcQuade

Limit of one (1) entry per individual. If it is discovered that you attempted to enter more than once, all of your entries will be void. Entries shall be deemed to be submitted by the authorized social media account holder at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to the profile by the on-line service provider. The Contest starts on Monday, June 4<sup>th</sup>, 2018 at 9am ET and closes on Monday, June 18<sup>th</sup>, 2018 at 11pm ET (the “Contest Period”). There is (1) prize to be won. No purchase necessary. Void where prohibited. Limit of one Prize per household.

2. The contest is co-sponsored by Wax Records and Long & McQuade Musical Instruments (hereinafter referred to as the "Contest Sponsors").
3. To enter and to be eligible to win, entrants must be a legal resident of Canada (excluding Quebec) and be nineteen (19) years of age or older. Employees and their parents, siblings and children, and persons domiciled with an employee of the Contest Sponsor, its agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter. Entrants who are under the age of majority at the date of entry are eligible to enter the Contest and win a Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant. If a potential winner is under the age of majority, in addition to requiring his/her parent's or legal guardian's prior permission before accepting the Prize, his/her parent or legal guardian must accompany that winner during the Prize and be counted as that winner's guest. In the event that a potential winner is over the age of majority, his/her guest must be 19 years old or over. If the Winner's guest is 16 or 17 years old, such guest must have their own parent's or legal guardian's prior written permission to accompany the Winner to the Event and throughout the Prize. The Winner may have to forfeit the Prize and/or select a different qualifying guest in the event that the relevant parental or legal guardian's permission cannot be promptly verified, and in such event no liability shall attach to the Sponsor (and its licensees, affiliates and assigns) as a result thereof.
4. Prizes - There is one (1) Prize consisting of a trip for two (2) to Muscle Shoals, Alabama to experience recording with Jason Blaine at the Muscle Shoals Sound Studio. Trip must be redeemed no later than October 31<sup>st</sup>, 2018. Trip includes: round trip economy air fare for two (2) from a major Canadian airport close to the Prize winner's place of residence in Canada, as determined by the Contest Sponsor in its sole and absolute discretion (hereinafter referred to as the "Departure Point") to Muscle Shoals, Alabama; two (2) nights' accommodation for two (2) people in Muscle Shoals, Alabama (based on one (1) room, double occupancy) at the hotel as determined by the Contest Sponsor, one (1) day of recording at the Muscle Shoals Sound Studio with Jason Blaine and studio engineers provided by Muscle Shoals Sound Studio, and Two Hundred Dollars (\$200) worth of Muscle Shoals Sound Studio Merchandise. Approximate retail value of the Prize is Three Thousand dollars (\$3,000.00).
5. Prizes must be accepted as awarded. The Prize[s] may not be sold, transferred and are not convertible to cash. Contest Sponsor reserves the right to substitute a Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winner is solely responsible for all costs not expressly described herein.
6. On Friday, June 22<sup>nd</sup>, 2018 at approximately 12:00 pm ET, a winner from among all eligible entries received during the Contest Period will be selected at Wax Records, Toronto, Ontario. The odds of winning a Prize will depend on the number of eligible entries received during the Contest Period. Wax Records., acting reasonably, will attempt to contact the potential Prize winner to notify the potential winner that he or she may

have won a Prize or, if under the age of majority, his or her parent or legal guardian by telephone within two (2) business days after the draw. In the event that a potential winner cannot be contacted within 2 business days after the draw, he or she will be disqualified and an alternate potential winner may be selected at the Contest Sponsor's sole discretion. Proof of identification must be provided upon request. Before being awarded the Prize, the potential winner, or in the case of a minor, his/her parent or legal guardian will be required to sign and return within the time stipulated by the Contest Sponsor, a full release and indemnity form in the Contest Sponsor's form stating, among other things, that he/she has read and understood these official rules and regulations ("Rules"), grants all consents required by the Contest Sponsor, authorizes the Contest Sponsor to broadcast, publish, disseminate and/or otherwise use his/her name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice and all other indicia of personality, in connection with any promotion and/or publicity, and/or for general news and/or for entertainment and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsor from any and all liability of any kind arising out of the potential winner's participation in this Contest and receipt and/or use of the Prize. In the event that a potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsor shall have the right to disqualify the potential winner, and draw an alternate potential winner, and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner, shall be applied, with the necessary amendments, until all qualified winners have been duly selected, but in any event, no later than Friday, July 6th, 2018 at 5:00pm ET.

7. By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.
8. The Contest Sponsor assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions. Contest 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 or any combination thereof. Entry materials or data that have been tampered with or altered are void. If for any reason, in the opinion of the Contest Sponsor, in its sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the 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, Contest Sponsor reserves its right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible entries. Contest Sponsor reserves its right to modify the Rules without materially

affecting the terms and conditions hereof. The Contest Sponsor reserves its right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Contest Sponsor reserves its right to seek remedies and damages to the fullest extent of the law. Contest Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest web site.

9. Contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this Contest each entrant consents to the collection, use and distribution of his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsor for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsor will not sell or transmit this information to third parties except for the purposes of administering this Contest.
10. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, the terms and conditions of the Contest Rules shall prevail, govern and control.
11. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.