

OFFICIAL RULES OF THE TACO BELL 2 TICKETS TO DAVE MATTHEWS BAND T2W SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE UNITED STATES OF AMERICA, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TACO BELL 2 TICKETS TO DAVE MATTHEWS BAND T2W SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Taco Bell Corp ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 8:00 AM Eastern Time on May 11, 2013 and ends at 12:00 PM Eastern Time on May 24, 2013. Administrator's clock is the official time keeping device of the Sweepstakes.

METHOD OF ENTRY: To enter the Sweepstakes, entrants must do one of the following:

A. Via Text Message: Send a text message with the Keyword SPACDMB to shortcode 404040. You may be charged text and data rates for the text messages sent and received from your handset according to the terms in your Wireless Calling Plan. Text Messaging and wireless service are not available in all areas. Sponsor reserves the right to transmit one (1) winner and one (1) non-winner message to each entrant at the conclusion of the sweepstakes. Text "STOP" to 404040 to opt out or HELP to 404040 for more information. Sponsor reserves the right in its sole discretion to disqualify any text message entry at any time that, in Sponsor's opinion, does not comply with these Official Rules. If you are a minor under the law of your jurisdiction of residence, you must have permission of your parent or guardian to enter the Sweepstakes using the text messaging method.

B. Via Internet: Enter for free via Internet by going to the Sweepstakes registration page located at http://bit.ly/SPAC_TacoBell, and complete the registration form. You will be asked to provide basic contact information, including your name, age, email address and/or mobile telephone number. You may be charged data rates if accessing registration page from your handset according to the terms in your Wireless Calling Plan. Wireless service is not available in all areas. Entrants must be the registered subscriber of the email account from which the entry is made.

One entry per valid mobile telephone number or email address will be entered into the Sweepstakes. Although subsequent attempts to enter may be received, only entrant's first entry during the specified Sweepstakes entry period will count. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the United States of America, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute about the identity of an entrant, each entry will be declared made by the registered account holder of the e-mail address submitted at time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail

address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the judges which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZING: One (1) Grand Prize consisting of two (2) reserved tickets to Dave Matthews Band at Saratoga Performing Arts Center in Saratoga Springs, NY scheduled to take place on May 25, 2013. Winner and guest(s) must abide by all venue policies. Parking, travel and accommodations not included and are the sole responsibility of winner. Sweepstakes Entities reserve the right to not award any prize to, or to revoke full or partial prize from, any winner or winner's guest who Sweepstakes Entities and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Sweepstakes Entities into disrepute. The prize is non-transferable and resale of tickets is prohibited. Approximate Retail Value of the Grand Prize is: One Hundred Fifty Dollars (\$150).

There will be only one prize per winner. Lost or stolen prizes will not be replaced. Prize does not include any other item or expense not specifically described in these Official Rules, and all additional expenses including, without limitation, travel expenses, if any, are the sole responsibility of winner. Prizes may not be transferred, assigned, redeemed for cash or exchanged for any other prize. Only listed prizes will be awarded and no substitutions or cash equivalents or redemption will be made, except that Administrator reserves the right to award a prize of equal or greater financial value if any advertised prize (or any component thereof) becomes unavailable. Prize cannot be used in conjunction with any other promotion or offer. Winners agree to accept the prize "as is", and entrants 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 prize, including express warranties (if any) provided exclusively by a prize supplier that are sent along with the prize.

Any valuation of the prize(s) stated above is based on available information provided to Administrator and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide Administrator with a valid taxpayer identification number or social security number before any prize will be awarded. A Form 1099 will be issued to winner for value of prize \$600 or more.

SELECTION OF WINNERS: Winners will be selected on or about May 24, 2013, in a random drawing from among all eligible entries received. The drawing will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. Administrator reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone and/or e-mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within two (2) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, up to three (3) alternate drawings may be held, time permitting, after which the applicable prize will remain unawarded.

PUBLICITY, PRIVACY AND PRIZE NOTIFICATION: Except where prohibited by law or regulation, by submitting an entry, entrant grants the Administrator a perpetual, worldwide, royalty-free license to use his/her name, character, photograph, voice, and likeness in connection with the promotion of this and other Sweepstakes, and entrants waive any and all claims and/or rights to receive any royalties or other compensation for the Administrator's use thereof, unless prohibited by law. Entry into this Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data collection in connection with this Sweepstakes will be collected by Administrator's servers and computer

systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). If entrant opts in, entrant agrees that Administrator may use and disclose to third parties personal information obtained from entrants for marketing purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under the age of majority in his or her place of residence, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Officials Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes is void where prohibited by law and is governed by the laws of the United States of America. The submission of an entry is solely the responsibility of the entrant. Any automated receipt (such as one confirming delivery of text message or e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes Entities, and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by participation in the Sweepstakes, including the unauthorized or illegal access to personally identifiable or sensitive information or acceptance, possession, use, misuse, or nonuse of the prize that may be awarded; and (b) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to a prize including, without limitation, the prize quality or availability. Neither Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer related to or resulting from participation in this Sweepstakes.

Sweepstakes Entities maintain no control over the personnel, equipment, or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel, restaurant, or other person or entity furnishing service, products, or accommodations as a part of the prize packages. Sweepstakes Entities shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience, or other irregularity that may be caused or contributed to (1) by wrongful, negligent, or unauthorized act or omission on the part of Sweepstakes Entities or any other person or entity furnishing service, products, or accommodations as a part of the prize packages or any of their agents, servants, employees, or independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality, service, product, or accommodation that is owned, operated, furnished, or otherwise used by Sweepstakes Entities or any person or entity furnishing service, products, or accommodations as a part of the prize packages, (3) by the wrongful, negligent, or unauthorized act or omission on the part of any other person or entity not an employee of the Sweepstakes Entities, or (4) by any cause, condition, or event whatsoever beyond the control of Sweepstakes Entities.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, failures, actions of entrants or any other causes which in the opinion of Sweepstakes Entities compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of this Sweepstakes, and/or this Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any suspect entry or entrant,

and/or to cancel, terminate, modify or suspend this Sweepstakes. In the event of any cancellation, termination or suspension, the determination of the winners will be made, from among all eligible, non-suspect entries received as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law. Entries not complying with all rules are subject to disqualification.

DISPUTES: Entrants and guests agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes for prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Central District of California or the appropriate California State Court located in Los Angeles County, California; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than 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 YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sweepstakes Entities in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

WINNER'S LIST: A list of winners of prizes with a value greater than \$25 is available up to sixty (60) days after the close of the Sweepstakes. Mail request to TACO BELL 2 Tickets to Dave Matthews Band #2062 WINNERS LIST, c/o Live Nation Worldwide, Inc., 7060 Hollywood Blvd., Hollywood, CA, 90028, Attention: Sweeps Dept. In order to obtain a winner's list, where permitted by law, send your written request and a self-addressed, stamped envelope.

MISCELLANEOUS: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or Sweepstakes Entity, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or Sweepstakes Entity or the manufacturer or distributor of such product or service and, except as otherwise indicated no association or endorsement is intended or should be inferred.

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